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INTRODUCTION TO ADVERTISING

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INTRODUCTION TO ADVERTISING

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INTRODUCTION TO ADVERTISING

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PREFACE

The first edition of "Introduction to Advertising" resulted from the need of an elementary book for students in school and college. The authors believed then as now that all young men and women who were passing through secondary schools and colleges, whether they intended to make advertising their careers or not, should know something about this fascinating and highly important subject. Obviously those intending to work in the distributing division of business cannot know too much about advertising. Also those not so employed should, in their capacity of buyers and consumers of the vast and constantly increasing number of commodities and services affecting our daily lives, learn as much as possible about advertising, because it will help them to become more discriminating in their purchases. Furthermore, within recent years various books and other writings have appeared whose purpose is to convince consumers that much advertising is false and misleading, and that advertising in general is an economic waste. In view of these attacks it becomes doubly important that our young people have a clear understanding of advertising and its relation to the entire economic system in the United States, so that they may evaluate it correctly and do their part, however small, to defend it against unwarranted attacks and to cure any evils it may have which would justly lay it open to attack.

Proof of the growing recognition of the importance of advertising study is found in the increasing number of institutions in which advertising courses have been added to the curricula. Moreover, instructors have realized that while advertising is primarily a practical subject, it leads into many avenues of study and research that have high

cultural value. History, economics, psychology, sociology, and other fields of scientific and speculative knowledge border on and in some cases overlap the field of advertising.

Throughout the book the authors have endeavored to explain in nontechnical language the fundamental principles of advertising with enough details to illustrate them and fix them thoroughly in mind. Many years of experience both in the practice and in the teaching of advertising have been drawn upon to produce a work that the authors believe has been helpful to student and teacher alike.

In the present edition added attention has been given to the place of advertising in our economic system; all data have been brought up to date; new illustrations have been provided throughout the book; and, except for a small number of exercises that have been found especially helpful in former editions, new practice material has been suggested for each chapter.

In preparing the practice material, an effort has been made to provide exercises that would be more interesting and therefore more conducive to better work on the part of the student, and to tie in the practice so far as possible with current procedure by relating it to the advertisements actually appearing in current magazines and newspapers at the time the principles are being studied in the text. It is hoped that both teacher and student will find this new plan both practical and inspirational.

The authors have found in their own teaching a steadily increasing interest in advertising as both an academic and a practical subject. Each year shows an increase in the number of students choosing it as an elective course, an added interest and keenness in appraising it as a factor in our American way of life, and certainly no diminution in the number of those who look forward to it as a career. This seems to us to be a wholly salutary condition. If this book provides something of value to students wherever they may be and serves as an aid to their instructors in guiding their work, it will have fulfilled its purpose.

In the work of revision the authors have received assistance from a large number of persons actively engaged in advertising. It is impossible to name them all here. The fact that some of their names have been omitted is due to space limitations, not to any lack of appreciation of their help.

We particularly wish to thank Henry G. Weaver, director of customer research staff, General Motors; Paul F. Peter, director of research, National Association of Broadcasters; Frederick W. Gamble, executive secretary, American Association of Advertising Agencies; Charles A. Wolcott, Daniel Starch Organization; Joel Lewis, readers' service department, *Printers' Ink*; H. C. Page, president, The Whitehead Hoag Company; R. A. Ziegler, advertising department, Cluett Peabody & Co., Inc.; William G. Bell, research and promotion department, bureau of advertising, American Newspaper Publishers' Association; John B. Flack, Flack Advertising Agency, Syracuse, N.Y.; Peter C. Keischgens, Richards Advertising Company, Syracuse, N.Y.; George Trimble, Marschalk & Pratt Advertising Agency, New York City; Richard L. Strobridge, secretary, Newell-Emmett Advertising Agency, New York City; Harry W. Hepner, professor of psychology, Syracuse University; Hubert E. Bice, professor of marketing, Syracuse University; Frank Hutchinson, former executive secretary, New York Press Association.

ARTHUR JUDSON BREWSTER,
HERBERT HALL PALMER.

SYRACUSE, N.Y.

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CONTENTS

PREFACE	PAGE V
EDITOR'S INTRODUCTION	XV

I. THE FIELD OF ADVERTISING

CHAPTER

I. THE DEVELOPMENT OF ADVERTISING	3
---	---

Advertising as a service to humanity. The earliest form of advertising. Importance of printing. Three important factors in progress. First weekly newspaper in America. Definition of advertising. Advertising expenditures. Importance of the study of advertising.

II. THE ECONOMICS AND THE FUNCTIONS OF ADVERTISING	15
--	----

Is the money spent for advertising a justifiable investment? Selling his products, the manufacturer's most important problem. How advertising helps. Who pays the cost? Case histories: citrus fruits; tomato juice; radio sets. Does distribution cost too much? Functions of advertising. Primary functions: increasing consumption; securing more dealers; helping the dealers; increasing per capita use of product; relating a product to a name of established prestige; creating insurance for business; creating confidence in standardized quality; changing buying habits; keeping customers satisfied; benefiting an entire industry; raising the standard of living. Secondary functions: encouraging salesmen; providing information for salesmen; increasing morale of executives; increasing morale of factory workers; securing better employees. Principal causes of waste in advertising.

III. TRUTH IN ADVERTISING	33
-------------------------------------	----

To have value advertising must be believed. Growth of the "truth" movement. Early influence harmful. Undesirable advertising excluded. Attitude of professional men. Political advertising poor. Legal restrictions. Better Business Bureaus. The "*Printers' Ink* statute." The "consumer movement." A criticism and a defense. Persuasion in advertising. Consumer Rating Bureaus. Profit the reward of service. The average intelligence.

IV. RESEARCH OF PRODUCT AND MARKET.	51
---	----

Growth not always according to plan. How enterprises start. Divisions of investigation. The product. Enthusiasm an asset. The touch of imagination. The market. Inside the organization. Outside the organization. Research methods. Sources of information. How much research? Arrow products research. General Motors' research. Following up inquiries. Work of a research organization. Principles to guide investigation.

V. CHANNELS OF TRADE 70

Factors that influence the conduct of an advertising campaign. Commodities grouped according to selling plans. Advertising and the selling plans. Typewriters in two groups.

VI. A COMPARISON OF ADVERTISING AND PERSONAL SELLING 78

Steps accomplished by both processes. Attention. Interest. Desire. Decision. Action. Advertising a generation ago. Attention must be favorable. Friendliness in business. Succeeding mental stages. May be a slow process.

II. HOW TO WRITE ADVERTISING

VII. PRESENT-ACTION ADVERTISING 91

Advertising is directed toward the sale of merchandise or services. Functions of present-action copy. To secure an order or inquiry. To establish consumer demand. Coupon returns. The use of contests. Retail advertising. The classified advertisement.

VIII. FUTURE-ACTION ADVERTISING 102

A large number of advertisements are of this kind. The purpose of future-action copy. General publicity or reminder advertisements. Value of repetition. Teaser campaigns. Consumer acceptance through appeal to reason. Prestige. Making a trade-mark known. Testimonials. General advertising of articles used in manufacture. Interrelation of present-action and future-action advertising.

IX. THE APPEAL 113

An inquiry into human behavior. Desires and instincts. Another inventory of instincts. Specimen advertisements appealing to instincts. Difference between emotion and instinct. Changes possible in buying motives. Getting into the subconscious. Suggestion. Appeal to reason. May use both appeals. Rationalization. Consumer must use judgment.

X. WRITING THE COPY. 139

Relative importance of copy and illustration. Five "musts" for copy writers. Making copy interesting. Making it clear. Gradations in tone. Restraint versus exaggeration. Enthusiasm. Special objectives of the copy writer. Kinds of style. Description. Narration. Exposition. Copy usually a composite. Styles beginner should avoid. Writing for the radio.

XI. THE HEADLINE 161

Functions of headlines in the sales process. Attracting attention. How complete should a headline be? Arousing interest through curiosity. Mentioning the product. Referring to the illustration. Selecting the audience. Direct command. Featuring price. Difference between advertising headlines and news headlines.

CONTENTS

xi

CHAPTER

PAGE

XII. TRADE-MARKS AND SLOGANS 169

Development of trade-marks. Definition of trade-mark. Use of trade-marks in advertising. May have selling value. Registration in the Patent Office. Radio "trade-marks." Specifications of ideal trade-mark. Trade names and trade-marks. Coined names in the dictionary. Forms of trade-marks. Value of slogans. Slogan cannot be registered. Characteristics of a good slogan. May be a copy theme. Some well-known slogans. Effect on sales organizations. Cooperative slogans.

III. HOW TO DISPLAY ADVERTISING

XIII. TYPES OF ILLUSTRATIONS. 195

The purpose of illustrations. Increase in use of illustrations. Package or product. Showing the product in use. Results of using the product. Detail of product. Dramatization of headline. Atmosphere. Imaginative. Demonstration. Predicament. Sense visualization. Historical. Decorative. Miscellaneous. Combinations.

XIV. METHODS OF PREPARING ILLUSTRATIONS FOR PRINTING 213

The advertiser must choose from several methods of illustrating. Photographs. Wash drawings. Pen and ink. Gouache. Pencil and crayon. Processes of making cuts. The half-tone screen. Zinc etchings. Quarter tones. Woodcuts and imitation woodcuts. Composition cuts. Electrotypes. Color plates. Ben Day. Other methods.

XV. TYPOGRAPHY AND PRINTING 222

An epochal invention. Primary function of type. Selection of type. Sizes of type. Pica and em. Styles of type. Characteristics of type faces. Type families. Modern Roman. Italics. Modernistic type faces. Leads. Type faces used by Curtis Publishing Company. Typesetting companies. Typesetting machines. Stereotyping. Printing processes: letterpress, lithography, offset, photolithography, intaglio. Silk screen process.

XVI. COLOR 241

Principal reasons for using color. When to use color. Color in newspapers. If colors, which ones? Primary colors. Secondary colors. Hues. Tints and shades. Complementary colors. Harmonious colors. Color in the text. Effect of color on returns. Color preferences. Attention value.

XVII. LAYOUT 249

Definition and functions of a layout. Which comes first? Similar to a blueprint. Balance. Location of features. Eye direction. Borders. Emphasis. White space. Color. Position of advertisements. Some specimen layouts. Cluett, Peabody layout. Enna Jettick shoe layout. How to indicate copy and typography.

IV. WHERE TO PUBLISH ADVERTISING

XVIII. NEWSPAPERS 271

Advertising expenditures in newspapers. The national advertiser. The number of dailies. Rates. The milline system. The shopping newspaper. Rotogravure in newspapers. Magazine sections for newspapers. New York City circulations. Tabloid newspapers. Country weeklies. Advantages claimed for newspapers. Other advantages. Kansas City survey. Newspaper service to advertisers. Media Records, Inc. Audit Bureau of Circulations. Adaptability to various selling plans. Newspapers as a medium for local advertising.

XIX. GENERAL MAGAZINES 288

Meaning of the word "medium." Prestige of mediums. Magazines of general circulation. Characteristics of readers. Secondary readership and duplication study. What do women think about advertising? *Parents' Magazine* research. *Fortune* studies reader traffic. The A.B.C. reports. Standard Rate & Data Service. Circulations of magazines. Territorial distribution of circulation. Size of type page. Solicitors for magazines. Magazines. Magazine service to advertisers. Use of magazines in various methods of distribution. Effect of trade-mark advertising.

XX. MAGAZINES FOR SPECIAL FIELDS 308

Publications that find their readers in certain groups. General business magazines. Specialized business magazines: the industrial and technical press; the trade press; the professional and institutional press. Farm publications. Religious publications. Recreation publications. Fraternal and business organizations. Propaganda publications. Semiclass publications. Associated Business Papers, Inc. Service to advertisers. Adaptability to various selling plans. Why higher rates are charged.

XXI. DIRECT ADVERTISING. 322

Amount expended. Letters. Mailing cards. Envelope enclosures. Folders. Broadside. Booklets. Catalogues. House organs. Flexibility of direct advertising. How to lessen waste. Mailing lists. Who can use direct advertising?

XXII. RADIO ADVERTISING. 338

A comparatively new medium. Early development. On a national basis. Broadcasting networks. Use of the spoken word. Radio made possible by advertising. The broadcasting industry. Radio ownership. Government control. Code of ethics. Retaining attention. Inviting response. Application of radio. Program popularity reports. Radio research activities. Technique of radio research. Program preference. National "spot" advertising. Short announcements. Writing for radio. "Sustaining" programs. Electrical transcription. Television advertising. Cost of radio advertising. "Merchandising" radio advertising. Adaptability to various selling plans.

CONTENTS

xiii

CHAPTER

PAGE

XXIII. OUTDOOR ADVERTISING 363

Its origin is ancient. Outdoor advertising organizations. Poster display. Painted bulletins. Advertisements on walls. Electrical display. Cost of outdoor advertising. Traffic Audit Bureau, Inc. Copy and location regulations. Placing contracts. Advantages of outdoor advertising. Adaptation to selling methods. Local use of outdoor advertising.

XXIV. WINDOW DISPLAY AND OTHER MEDIUMS 379

The importance of window display in the plans of manufacturer and retailer. Price tickets in windows. Counter displays. Specialty advertising. Its functions and advantages. Book matches. Telephone directories. Transportation advertising. Advantages claimed for transportation advertising. Sampling. Commercial films. Business shows. Arguments for and against business shows. Store signs. Programs. How these mediums can be used.

V. THE OPERATING SIDE OF ADVERTISING

XXV. ADVERTISING AGENCIES 401

Peculiar relation between the agency, the client, and the publisher. How agencies arose. Method of compensation. Organization of agencies. Types of agencies. Service of agencies. Writing the copy. The mechanical department. Production costs. "Syndicated" advertising. "Merchandising" the advertising. Competing accounts.

XXVI. SELECTION OF MEDIUMS. 415

Necessity of choosing from a large number of mediums. "Space buyers." Presentations for specific campaigns. Curtis Publishing Company promotion. *Cosmopolitan* and *Good Housekeeping* promotions. *Redbook* research. Promotions of newspapers. Who does the buying? Selection for a portable typewriter. Activities of solicitors. The problem of every advertiser.

XXVII. ADVERTISING CAMPAIGNS. 426

Definition of an advertising campaign. Uses of advertising. Questions to ask. The purpose. Selling the campaign. Advertising aimed at manufacturers. Marketing a new product. The appropriation. Retail appropriations. The execution. Size of space. Studebaker campaign. Arrow campaign. A cooperative campaign. Contest campaigns.

XXVIII. ADVERTISING TESTS. 449

How advertising men make tests before advertisements are published. Trial campaigns. Testing by coupons. Laboratory tests. Direct-mail testing. Testing present-action copy. How the weather affects returns. Testing after publication. Going-to-the-consumer tests. Split-run tests. The Townsend system. Public selects the package. Summing up the question.

CHAPTER	PAGE
XXIX. WORKING WITH THE DEALER	461

The importance of the retailer. Rapid turnover desirable. National magazine advertising. Local advertising. Window and store display. Turning over inquiries. Trade-journal advertising. Educational work. Preferences of dealers.

XXX. ADVERTISING AS A VOCATION	471
--	-----

No prescribed courses of study or training. Actual experience valuable. A broad general education helpful. Positions in agencies. Advertising departments of corporations. Advertising managers. The field for women. Kinds of work in the advertising field. How many are employed?

APPENDIX

A. BUSINESS RESEARCH	479
B. ANALYSIS OF INQUIRIES	486
C. HOW TO FILL A GIVEN SPACE	488
D. CONSUMER INCOMES	492
E. RESOLUTION PASSED BY NATIONAL ASSOCIATION OF BROADCASTERS.	493
F. DISTRIBUTION OF RADIO SETS	494
G. RADIO ADVERTISING RATES	495
H. SPECIMEN RADIO COMMERCIALS.	501
I. AN AGGREGATE CHART OF MODERN AGENCY FUNCTIONS	507
J. SPECIMEN TYPE FACES	508
INDEX	513

EDITOR'S INTRODUCTION

Modern society is a complex affair. An economic system that serves it must likewise be anything but simple. It is inevitable that an economic system such as ours will be misunderstood unless the principles upon which it is founded are known and properly evaluated. These basic principles are not difficult to understand if clearly presented. The merits of this system, in comparison with all others known to man, are easily distinguishable. Every educated person should know something about its origin, its chief characteristics, how it serves society, how its defects have come about, and how it may be made to serve us better in the years ahead.

Hitherto our secondary schools have not had time to provide essential general education, a minimal amount of technical vocational training, specific education essential to good citizenship, and other forms of training necessary to the achievement of the cardinal aims of education. Consequently any comprehensive study of our economic system, even by those looking forward to business careers, has been omitted in too many programs of business training. Thus it has come about that many of our citizens are without understanding of the relationship between business and society, and too few businessmen have a clear understanding of the fundamentals of consumer service which they have set out to render.

The current trend is toward a more extended period of training for entrance upon a business career, and it is not too much to expect that all students of business from now on will become reasonably familiar with our economic system, qualified to appraise it, and capable of helping in its improvement.

Principles and practices in the marketing of goods and services must be given an important place in the study of business; and advertising obviously should be the key

subject in any sequence of marketing courses. This text admirably meets requirements for an introductory course in this most important place of merchandising. Its coverage of principles and practices is adequate; its organization is such as to facilitate its use for instructional purposes; its problems and projects are challenging and conducive to independent study beyond textual limits; and its authorship represents a happy combination of practice advertising and classroom experience.

The business career man or woman is not the only one who needs a better understanding of advertising principles and practices. The consumer, likewise, will find such understanding helpful in making wise selection and most effective use of goods and services available to him. A most substantial by-product of a course in advertising, such as this text makes possible, should be more intelligent consumer buymanship, regardless of one's occupational interest.

That this subject of advertising is a controversial one is recognized by the authors of this text. An early chapter deals with this phase of the subject. The text is written from the standpoint of business management, but with the realization that, as the first six words of Chapter I indicate, advertising to be successful in the long run must be a "service to humanity." Faulty practices are frowned upon, but the whole field is not condemned because of them. Recognition of the indispensable contribution of honest advertising in the movement of goods and services from producer to consumer underlies the development of this textual material. Properly taught, a course such as may be based upon it is indispensable to a prospective worker in this field, extremely helpful to one looking forward to a career in some other field of business, and useful to all who as consumers should know how advertising may be used to advantage in handling their buying problems.

F. G. NICHOLS.

HARVARD UNIVERSITY.

PART I
THE FIELD OF ADVERTISING

CHAPTER I

THE DEVELOPMENT OF ADVERTISING

Advertising as a service to humanity. The earliest form of advertising. Importance of printing. Three important factors in progress. First weekly newspaper in America. Definition of advertising. Advertising expenditures. Importance of the study of advertising.

IMAGINE, if possible, the miraculous creation of an automobile in the midst of an unexplored, uninhabited section of Africa 50 years ago.

There it stands, ready to respond to the wishes of mankind. It represents a new method of transportation, great industrial expansion, a changed social and economic life. But all to no end because no one is aware of its existence.

Years pass—the miraculous creation falls to pieces without in any way having served humanity. It was neither *advertised* nor *sold*.

Contrast this figment of the imagination with what actually happened. In the last decade of the nineteenth century automobiles were constructed that would actually run. Some of the prominent manufacturers of the day knew the value of advertising and publicity. Attracted to the automobile business were industrial leaders, salesmen, advertising men who had taken an active and successful part in putting the world on bicycles. They knew by actual experience how the bicycle business had thrived on a diet of advertising.

From the very beginning these men used the tremendous force of advertising to educate the public about the merits of the "horseless carriage," the delights of country driving, the convenience of this amazing new method of transportation. An advertising barrage was laid down to do away with sales resistance. Auto tours were promoted, paved

roads began to appear, the automobile and its rapidly improved performance together with new inventions in the automotive field were topics of common conversation. Car owners argued with each other about the superiority of their preferences and people became "automobile-minded."

It did not take many years to "sell" the public on the desirability of automobiling. Everyone wanted a car, but only those of the higher income brackets could afford such a luxury. However, the manufacturers continued their selling and advertising, persuading many of moderate incomes to buy. Henry Ford began to be heard of. His idea was to serve the greatest number of people possible at the lowest prices. Gradually the "masses" decided that they could afford cars and they bought. Mass production was made possible by tremendous sales, until today prices are low and the automobile has become a necessity.

THE EARLIEST FORM OF ADVERTISING

The history of advertising takes us into the dim past many centuries ago. Advertising by word of mouth is probably the earliest form of advertising, and we may assume that it began as soon as one man desired to barter with another.

In early Hebrew, Greek, and Roman civilization spoken publicity was a recognized institution, public criers making it their business to proclaim news of articles for sale as well as news of current happenings. Spoken publicity has always been used and is still being used by peddlers and street hawkers. Within the past few years spoken publicity through the medium of radio has become an important factor in advertising, as will be shown in a later chapter. In a special sense the salesman, the clergyman, and the lecturer are word-of-mouth advertisers who deliver oral messages.

Just when it first occurred to man to use a written advertisement is unknown. In the British Museum is a bit of papyrus upon which an Egyptian, 3,000 years ago, wrote an

advertisement asking for the return of a runaway slave.

In ancient Rome signboards were used to designate stores and shops of various kinds. Wine shops were recognized by the sign of the bush, from which comes the famous but scarcely truthful proverb, "Good wine needs no bush." A pitcher handle was also employed to let people know where they could obtain drinks.

Our word "album" comes from the practice of the Romans of smoothing and whitening a place on their walls where they could write or carve announcements. Tablets made of stone or terra cotta were also used for advertisements, executed by sculptors with lettering and illustration in relief. These were either set into walls of houses or suspended from brackets. Artisans pictured on these house "albums" tools of their trade much as shoemakers centuries later used the sign of the boot to advertise their craft. Written announcements of gladiatorial contests, athletic exhibitions, premises to rent, articles lost and found, and of the merits of candidates for office were made by placards.

Some of the advertisements found in the buried city of Pompeii are strikingly like the advertisements found in the classified columns of newspapers today. Here are some translations from the original Latin:

To rent. From the first day of next July, shops with flowers over them; finer upper chambers and a house in the Arius Pollio block, owned by Gnaeus Marius.

Make Publius Furius Aedile, I beg of you; he's a good man. The sneak thieves request the election of Vatia as Aedile.

A copper pot has been taken from this shop. Whoever brings it back will receive 65 sesterces. If any one shall hand over the thief he will receive an additional reward.

With the decadence of Roman civilization, advertising suffered an eclipse, and we do not hear much about it until the Middle Ages, when the public crier again comes to notice. These criers exerted a considerable advertising force in England, France, and other European countries. In

some places they were well organized. They proclaimed for merchants various wares and included in their vociferations some of the proclamations of rulers and more or less of the current news.

Up to the middle of the fifteenth century, then, advertising was done either by the human voice or by hand executed signs and placards. Then came an invention by Gutenberg¹ which marked a great forward step in civilization and which laid the foundation for modern publicity and advertising.

IMPORTANCE OF PRINTING

The practical use of movable types, simple as it seems to us, was unknown for fourteen and one-half centuries of the Christian era. It made possible the arrangement of types into words. With the printing press hundreds and thousands of duplicates could be printed from the same setup. The ultimate result of this important discovery was the widespread distribution of books, the increase of literacy, the printing of regular publications, and the use of their columns for business announcements and advertisements.

THREE IMPORTANT FACTORS IN PROGRESS

For over 300 years printing had been a powerful force in civilization when another great social and economic change took place, usually referred to as the Industrial Revolution—*i.e.*, workmen began working in factories and specializing on one process instead of making complete articles in their own little shops. The application of machinery to manufacturing and the adoption of factory methods made practicable the production of much greater quantities of commodities than it was possible to produce under the old plan. New markets had to be found. As one of the helps toward solving the marketing problems came improved transportation facilities on water and highway, and finally in the last century the

¹ See p. 222.

steam railroad and the steamboat. In the present century automobile and air transportation have been developed.

We have, then, entering into the social and economic life of people three things that have meant much in their progress—the use of printing, quantity production of commodities through the invention and use of machines in factories, and improved facilities of transportation. In other words, we have a method of advertising, a method of producing larger quantities of goods, and ways of transporting these commodities to distant markets.

It is not to be supposed that printing immediately superseded handwriting. The change came about more or less slowly. Among the first products of the printing press were advertising handbills and later pamphlets and “news books.” The latter contained items of news of greater or less age. We find in some of these news books, which appeared in Germany and Holland in the latter part of the sixteenth and early part of the seventeenth century, miscellaneous advertisements telling about some new pamphlets and treatises.

In 1622 the *Weekly News* was started in England, but it was not until 50 years later that newspapers similar in form to our modern newspapers began to appear. The first daily in England was the *Daily Courant*, published in 1702.

The realization that the newspaper was a good place in which to publish advertisements of a business nature grew gradually. In 1759 Samuel Johnson wrote in the *Idler*:

The man who first took advantage of the general curiosity that was excited by the siege of battle to betray readers of news into the knowledge of the shop where the best puffs and powder were to be sold was undoubtedly a man of great sagacity and profound skill in the nature of men.

Johnson may have been correct in his estimate of the first advertiser in newspapers, but he proved himself to be a poor prophet when he said in the same article:

The trade of advertising is now so near to perfection that it is not easy to propose an improvement.

FIRST WEEKLY NEWSPAPER IN AMERICA

The first weekly newspaper published in America was the *Boston Newsletter*, which appeared in 1704, under the editorship of John Campbell. In the first issue was the following:

ADVERTISEMENT

This Newsletter is to be continued weekly and all persons who may have any houses, lands, tenaments, farms, shops, vessels, goods, wares, of merchandise, etc., to be sold or let, or servants run away, or goods stoll or lost may have the same inserted at a reasonable rate, from twelve pence to five shillings and not to exceed: Who may agree with Nicholas Boone for the same at his shop next door to Mayor Davis' Apothecary in Boston near the old meeting house.

By 1774 there were 31 newspapers in the country, among them Benjamin Franklin's *Pennsylvania Gazette*, which later became *The Saturday Evening Post*. These all carried a small amount of advertising.

From 1840 to the outbreak of the Civil War, advertising grew rapidly. Much of its impetus was due to patent-medicine advertisers, whose extravagant claims gave advertising a bad reputation, to recover from which has been a hard struggle.

Early magazine advertising was limited for the most part to announcements of new books, but just before the Civil War commercial advertisements began to appear, and by 1870 the use of magazines for advertising was well established. The era of large circulations of magazines and consequently a fuller realization of the possibilities of this kind of advertising began in 1893, when Frank A. Munsey reduced the price of his magazine to 10 cents a copy, after which the circulation rose from 20,000 to over 500,000. Other publishers followed suit and circulations increased

enormously. This popularization of magazines had a great effect upon the reading habits of the people and, of course, upon advertising.

From these beginnings, advertising has developed into a powerful business force. We are today able to buy advertising in many mediums,¹ including magazines, newspapers, direct mail, poster and bulletin boards, specialties, streetcar cards, motion pictures, and radio. We advertise not only to sell goods and services, but to induce people to practice thrift, attend church, or vote for a particular candidate for office; to increase the use of libraries; to create good will for public-service corporations; and to recruit men for the army and navy.

DEFINITION OF ADVERTISING

On account of the fact that advertising is an intangible force about which so much is still unknown, attempts to define it have met with a varying degree of success. We shall, however, suggest the following definition, which, possibly, the student will better understand after having read some of the chapters that come later:

*Advertising is purchased publicity, directed according to a definite plan, to bring about presently or in the future the sale of commodities and services. It is sometimes used to gain acceptance of ideas which may lead the reader to act or to refrain from acting in a certain way.*²

¹ The word "mediums" is the anglicized plural of the word "medium." "Medium" comes from the Latin and the plural in that language is "media." Many writers on advertising subjects use the Latin plural "media." The authors of this book, however, have adopted the anglicized plural.

² Examples of the use of advertising to gain the acceptance of ideas are advertising urging people to attend church, to give to organizations such as the Red Cross (see p. 10) or Community Chest, to support political candidates, to drive safely, to write public officials in favor of or against proposed legislation, etc. The question is frequently asked, "What is the difference between advertising and propaganda?" The word "propaganda" originally had no objectionable meaning; it signified any organized effort to spread a particular doctrine or principle. To most people today, however, "propaganda" means the dissemination of untruths with a sinister purpose. It should be pointed out that propagandists may use advertising as one of their tools; they may buy space in publications, or time on the air, provided they conform to the rules and codes adopted by these mediums.

ADVERTISING EXPENDITURES

There are no comprehensive records, governmental or otherwise, upon which we can call for exact knowledge of annual advertising expenditures in the different mediums. Various organizations of advertisers and publishers, however, from time to time give out statistics which are accurate as far as they go. They do not cover all the mediums, nor is it possible for that to be done, especially in the case of direct advertising, one of the most widely used mediums.



FIG. 1.—An advertisement whose purpose is to persuade people to give to the Red Cross. See page 9.

Advertising expenditures vary from year to year; they may be said to follow the curve of general business conditions. In good times advertisers are encouraged to do more advertising, believing that an investment of a portion of their profits realized in times of prosperity will bring them still greater profits. Moreover, during such periods

advertisers frequently have large surpluses and a glowing optimism, a combination which often results in increased advertising appropriations.

In hard times, even though advertising may be needed more than ever, the tendency is to cut appropriations. There are several reasons for this practice, among them being,

1. In depressions corporations "feel poor" and are likely to cut expenses wherever possible. It is easier to cut advertising appropriations than to make reductions in many other departments.

2. In hard times people have less money to spend and no amount of advertising can make them spend what they have not.

3. All sales efforts, including advertising, meet with a stronger resistance from the public. Even those whose incomes are not affected by unfavorable business conditions fear that they will be; they tend to hoard their earnings and savings.

It will be found, therefore, that advertising expenditures follow closely the trend of general business.

Any statement of the average annual expenditure which American industry makes for advertising must necessarily include estimates as well as known facts. Moreover, the total will vary from year to year. On the following page actual figures have been used wherever available. With respect to general magazines, figures covering 114 of the leading magazines are available but there are many smaller magazines whose advertising incomes are not readily ascertainable. It is evident that the figures for direct advertising are not exact because there is no office to which printers and suppliers of direct advertising report.

In the light of all the data obtainable, it is probable that the table on page 12 gives a fairly close estimate of annual advertising expenditures in normal times. All these items may increase or decrease with the fluctuations of general business.

Newspapers:

Daily and Sunday—national advertising.....	\$149,000,000	
Daily and Sunday—local advertising.....	396,000,000	
Country weeklies.....	<u>85,000,000</u>	
		\$ 630,000,000

Direct advertising:

Through the mails.....	\$270,000,000	
Other distribution.....	<u>300,000,000</u>	
		570,000,000
General magazines.....		200,000,000

*Radio broadcasting:*¹

Major network time (U. S.)...	\$ 61,310,571	
National non-network time...	30,472,053	
Local time.....	36,815,770	
Regional network time.....	<u>869,628</u>	
		129,468,022
Outdoor advertising.....		100,000,000
Window and store display.....		100,000,000
Magazines for special fields.....		56,500,000
Specialty advertising.....		30,000,000
Sampling.....		25,000,000
Streetcar and motorbus cards.....		20,000,000
Telephone directories.....		20,000,000
Motion and slide pictures.....		10,000,000
National farm papers.....		<u>9,712,000</u>
Total.....		\$1,900,680,022

¹ Actual figures for 1939 as reported by the Federal Communications Commission.

In addition to the above estimates certain other expenditures, as for instance the cost of talent in radio broadcasting and some expenditures for research and administration, should be taken into consideration. Could all of these items be accurately known and added to the above total, we should probably find that the figure would exceed by a substantial sum \$2,000,000,000.

IMPORTANCE OF THE STUDY OF ADVERTISING

We have traced the development of advertising from its humble beginnings to the present time when it is recognized

as an important force in business. If the large sums that are spent yearly are to be administered wisely and without waste, we shall find it profitable to spend time and thought on the principles underlying advertising practice. While advertising is not a recognized profession like law, medicine, and theology, it is progressing toward that goal.

It is important to remember that advertising alone cannot bring success to any business. It is one of several links in a chain, the breaking of any one of which may bring failure. A good product, good executive and administrative management, good salesmen, good dealers, good retail salesmen, real service to the consumer, all are necessary. Advertising is a help, but it cannot pull the entire load.

SELF-TEST QUESTIONS

1. What was the earliest form of advertising?
2. To what extent was advertising practiced in ancient Greece and Rome?
3. What survivals of the earliest form of advertising do we find today?
4. What are the earliest known examples of written advertising?
5. Of what importance were public criers in the Middle Ages?
6. What effect did the invention of movable types have on mankind? Of what importance was it to advertising?
7. What was the Industrial Revolution? What factors brought it about?
8. What marketing problem resulted from the Industrial Revolution?
9. How was this problem solved?
10. What were the earliest forms of advertising produced by the printing press?
11. Point out the most important milestones in the development of the newspaper.
12. What effect did the advertising of patent medicines have on advertising in the early nineteenth century?
13. Trace the most important developments in magazine advertising.
14. Give a definition of advertising.

15. Show the importance of advertising with reference to the amount of money spent on it. What are the principal items of this expenditure? What other forms of advertising consume the rest of the total?

16. What are some of the "invisible expenditures" properly chargeable to advertising?

17. Why is the study of advertising important?

18. What other factors besides advertising are necessary in marketing a product?

PROJECTS

1. Prepare a paper presenting additional information on the town crier. Compare the town crier of earlier times with the various forms of oral advertising in use today. Consult your library for material.

(NOTE: An article entitled "The Last of the Town Criers," which appeared in the *Literary Digest* on June 15, 1927, contains an interesting and picturesque description of the town crier as an advertising institution, as well as of the man who was serving in that capacity in Provincetown, Mass., at that time. The author was mistaken, however, in thinking that this man would be the last of the town criers. Provincetown has retained the town crier; not, to be sure, for his value as a means of advertising, but as a touch of local color to help attract the tourist trade. Amos Emanuel Kubik, the present crier, lives up to all the traditions of his office and, in addition, obligingly poses with his bell and sheaf of notices for the numerous tourists who wish to photograph him. He is exceedingly proud of the large collection of snapshots of himself that visitors to Provincetown have sent him.)

2. Look up Johannes Gutenberg in any good encyclopedia and prepare a paper on his life and achievements, pointing out especially his contribution to the advancement of advertising.

3. An advertisement of coffee published in 1652 furnishes an interesting study in comparison with present-day coffee advertising as seen in any popular magazine. See Sandage, "Advertising—Theory and Practice," pp. 5-6, or Sampson, "History of Advertising," p. 19, for the 1652 advertisement.

4. Is patent-medicine advertising today hurting or helping the cause of advertising? Prepare a paper on this subject, drawing your material from a study of current patent-medicine advertising.

CHAPTER II

THE ECONOMICS AND THE FUNCTIONS OF ADVERTISING

Is the money spent for advertising a justifiable investment? Selling his products the manufacturer's most important problem. How advertising helps. Who pays the cost? Case histories: citrus fruits; tomato juice; radio sets. Does distribution cost too much? Functions of advertising. Primary functions: increasing consumption; securing more dealers; helping the dealers; increasing per capita use of product; relating a product to a name of established prestige; creating insurance for business; creating confidence in standardized quality; changing buying habits; keeping customers satisfied; benefiting an entire industry; raising the standard of living. Secondary functions: encouraging salesmen; providing information for salesmen; increasing morale of executives; increasing morale of factory workers; securing better employees. Principal causes of waste in advertising.

ADVERTISING is an aid to manufacturers, wholesalers, and retailers in the process of marketing commodities. To a greater or less degree it touches and influences the lives of practically every man, woman, and child in the United States.

While advertising is a small part of the cost of distributing products, the total expenditure, estimated at about \$2,000,000,000 annually, is a sizable sum. It is fair to assume, however, that, since good businessmen expect returns on their outlays, they have decided that advertising is an effective and profitable investment or they would have abandoned it long ago in favor of some other selling aid.

Under the American economic system the consumer has the right to choose from a large variety of offerings. Visits to retail establishments will impress him with the great number of both advertised and unadvertised brands of products on the market. In order to make an intelligent decision he is asking that advertisements and labels be more informative. Advertisers for the most part are willing to cooperate with

these demands as far as the limitations of space in the advertisements and on the labels will allow.¹

Dissimilar products also compete for the consumer's favor. He may want a new radio, a new automobile, or a new refrigerator but he cannot afford all. The advertising of latest changes in products already on the market as well as of new products may influence his choice.

During the past few years advertising has been vigorously attacked on the ground that it is unnecessary and wasteful and on the further ground that through it people are induced to buy worthless products. It is further claimed by the objectors that much advertising is misleading and untruthful.

These problems will be discussed at length in Chap. III. Suffice it to say here that there are and always have been unscrupulous advertisers who have been guilty of untrue statements and gross exaggeration. The vast majority of advertisers, however, may be exonerated from these charges. They fully realize that the best advertising in the long run is truthful advertising, that if it is not believed, their money has been spent in vain.

Today, the selling of products is the most important problem the manufacturer has to solve. Because of improved machinery and manufacturing methods, it has become comparatively easy to produce commodities—and this applies to the farmer as well as to the urban manufacturer. Distribution under such conditions becomes a major problem.

Advertising is a force which makes it possible to sell more merchandise. It brings more orders to manufacturers, who in turn employ more workers to fill orders. Thus, more money goes to the consumer in the form of wages and salaries because of greater demand caused by advertising. The purchasing power of the consumer is therefore increased.

Advertising increases distribution. It brings before the public the advantages of buying the goods or services offered. It awakens new desires and inspires consumers to work harder in order to earn money to satisfy such desires.

¹ See p. 42.

Advertising is mass selling, without which mass production could not function. It makes possible larger production and lower unit manufacturing costs. It enables a manufacturer to extend his market speedily and to place his goods in stores all over the country and in many cases all over the world in a short space of time.

Suppose that there were no adequate means of spreading information speedily, how different would be our entire existence! We owe much to American inventors who by their genius have created so many new things to enrich our lives. But inventions do not automatically become known to the public; they must be ADVERTISED and SOLD. It is just as important to sell a product as it is to manufacture it. Production and distribution go hand in hand.

WHO PAYS THE COST?

Who pays the cost of advertising? There is only one possible answer—the consumer. In fact the consumer pays everything. Who else is there to pay? When the housewife hands the grocer 10 cents for a can of soup she has paid the manufacturing cost, Federal, state, and other taxes, if any, overhead, salesmen's commissions, manufacturing, wholesale and retail profits, transportation charges, and all other costs, including advertising. What the consumer (and we are all consumers) really wants to know is, "Could I have bought my commodities more cheaply had they not been advertised?" This is a fair question which the citing of a few case histories will help to answer.

Seven hundred thousand acres of land in California, Florida, Alabama, Louisiana, Texas, and Arizona are now used for growing oranges. One half million people are employed in this industry. Each year the sale of oranges amounts approximately to \$150,000,000. All of this started from two trees which were planted in Riverside, Calif., in 1873. Only a generation ago oranges were considered a luxury and children were overjoyed to find one in their Christmas stockings. They cost 5 to 10 cents apiece and

were scarce. As time went on there was a slow increase in the consumption of oranges, too slow to suit the growers, who conferred and finally decided upon a policy which time proved a wise one. They organized the California Fruit Growers Exchange and gave their oranges a trade name—"Sunkist." Researches had shown the growers the health-building qualities of oranges but the public was largely in the dark. A department of education was established to inform the American people about citrus fruits. The first advertisement about oranges appeared in the *Detroit Register and Leader* on Mar. 2, 1908. Eight years later the first advertisement for orange juice headed "Drink an Orange" appeared in *The Saturday Evening Post* on Feb. 19, 1916.

During the 30 years of its existence the California Fruit Growers Exchange has spent about \$25,000,000 in advertising. The cost of oranges has steadily decreased until now the grocer sells three dozen or more for a dollar. And this price includes the cost of advertising, which is approximately one-thirty-sixth of a cent per orange, or one-third of a cent per dozen.

The Florida Citrus Exchange adopted the name "Seald-Sweet," and the Texas growers called their citrus fruit "Texsun." The advertising of all of these companies, coupled with better knowledge of growing, packing, and shipping, has spread the gospel of the health qualities of citrus fruits and has made it possible to do things "in a big way," which means that mass-production methods have been applied to oranges. And prices are lower instead of higher, in part because of advertising.

In 1918 a noted physician advocated tomato juice for babies because it contains vitamins A, B, and C. Canners began experimenting to discover the best methods of canning tomato juice so as to preserve all of the health-giving qualities of the tomato. In 1929 100,000 cases were put on the market. In 1937 13,500,000 cases were sold.

Manufacturers of radio receiving sets have been large users of advertising from the early history of the industry. In

1927 the average cost of a set was \$125. Today it is around \$32 and good sets can be bought as low as \$12 and even less.

Here are some of the advertising expenditures per unit: cigarettes, $\frac{1}{2}$ cent a package; Campbell's soups, $\frac{36}{1000}$ cent per can; Coca-Cola, less than $\frac{16}{1000}$ cent a glass; Loose-Wiles biscuits, less than $\frac{1}{10}$ cent for a 10-cent package; a nationally known breakfast food, $\frac{3}{10}$ cent for a 15-cent package; a nationally advertised shirt selling for \$1.95, $\frac{6}{10}$ cent.

In 1895, four automobiles were owned in the United States. The number owned in 1940 exceeds 26,000,000 exclusive of trucks—one for every five persons. The 1910 four-cylinder Packard sold for \$5,500. In 1940 an eight-cylinder Packard sells for \$1,295. In the low-price field several good cars will be found in the price field ranging from \$500 to \$800. The amount spent per car for advertising ranges from \$5 to \$15, the average being \$10.

DOES DISTRIBUTION COST TOO MUCH?

A comprehensive study of distribution was made by the Committee on Distribution of the Twentieth Century Fund and the findings were published in a book entitled "Does Distribution Cost Too Much?" In 1929, the year studied, a larger volume of goods was produced than in any year before. The total of \$65,600,000,000 paid by consumers and other terminal buyers of finished goods in that year would be the total cost of producing and distributing all commodities, including profits. It was estimated that the cost of distribution was \$38,500,000,000, or nearly 59 per cent of the \$65,600,000,000. The researchers state that in recent years when the volume of sales is less, the cost of distribution is probably larger in proportion. The committee states: "When it is remembered that terminal buyers paid a total of almost \$66,000,000,000 for goods in 1929, it is clear that commodity advertising probably averages less than 3 per cent of the price of finished goods, and less than 5 per cent of the estimated \$38,500,000,000 cost of distribution." The

committee estimates the cost of advertising in 1929 as \$2,000,000,000.

The committee found that in 1929 the middleman took 18 per cent of the total cost of distribution, the retailer 33 per cent, and transportation costs amounted to 24 per cent. It was also found that the average retail store used about 27.5 per cent of its net sales to pay its own operating costs.

THE FUNCTIONS OF ADVERTISING

The task which advertising may be called upon to do in any business will depend upon the needs of that particular enterprise as determined by a painstaking analysis. In general, we may say that the principal aim of advertising is to secure, maintain, and increase the distribution and consumption of a product. In this chapter we shall give some of the ways in which the force of advertising can be directed toward the realization of that aim.

It should be understood that the division of functions into primary and secondary is somewhat arbitrary and that in some instances secondary functions may become of major importance while certain functions listed under primary may become secondary.

PRIMARY FUNCTIONS

1. It may be said that the chief function of advertising is to create a greater sale of products by securing greater consumption. This function is treated in detail in future chapters.

2. Frequently campaigns are based primarily on the necessity of securing more dealers, who constitute, as a rule, the final section of the pipe line which carries products from the manufacturer to the consumer. Where the product advertised is bought by a large share of the public and general consumer advertising is used, it is usually easy to sign up new dealers because they recognize that widely advertised products tend to sell more easily. If the product is not used

by the average consumer, as for instance tractors, the advertiser may want to advertise directly for dealers. Consumer advertising may also carry solicitations of new dealers.

3. We now come to the dealer, whose business has undergone a great change by reason of advertising. There are approximately 1,500,000 retail stores in the United States, outlets for the vast flood of manufactured articles and the last stage of the journey from the factory to the public. Neither the retail merchant nor his clerks can take much time to explain the merits of the hundreds of articles they have on their shelves. If the article is unknown, the merchant will not buy so readily, or if he does place a trial order, the chances are that the goods do not move and he may never buy again. Advertised articles, however, move more easily from his shelves because the people have read about them, are convinced of their merit, and look upon them as old friends before ever trying them. Retailers' profits come partly from quick turnover, and advertising, if effective, conduces to this. It is easier for manufacturers who advertise to get the best jobbers and dealers there are. The fact that these outlets handle advertised goods increases their prestige in their communities. Moreover, such wholesalers and dealers are more likely to be "good pay" and to reduce credit losses to a minimum.

4. Constant repetition of the desirable features of an article tends to increase its use per capita, and advertising is effectively used to increase the consumption per capita by describing uses for the article that may never have been thought of by the present user. New ways to use soap, new methods of cooking foods, new uses of materials used in the preparation of foods, new ways to use oil in the house, new scientific discoveries that require the use of a certain product, application of a product already familiar in connection with one or more articles to a number of other articles—in fact, educational advertisements of many kinds

have been published which tend to increase the use of the product. Some manufacturers have offered thousands of dollars in prizes for suggestions as to new uses, and by so doing have stimulated the use of their product by anxious investigators. The result has been that the advertisers have received valuable material to be used in future advertisements. New uses for Baker's chocolate are suggested in the advertisement on page 23.

5. Another function of advertising is to relate a new product, or a new model or form of a familiar product, to a name for which prestige has been firmly established. In this way a company which manufactures a line of products can secure quick acceptance of a new item by advertising it as one of a group of products whose quality is well known.

The Prem advertisement on page 24 illustrates this function of advertising. New kinds of food, new makes of automobiles, new styles in safety razors, and many other now familiar articles have secured rapid and widespread distribution through this form of advertising. Closely related to this function of advertising is the tying together of a family of products, none of them new, so that each partakes of the prestige of the family or group name.

6. Advertising creates insurance for the manufacturer's business. This principle is based upon the fact that through the advertising of trade-marks or trade names or the general appearance of the package public recognition and acceptance are secured. This makes the manufacturer more independent of wholesalers and retailers, who in turn, find it difficult to substitute their own brands for nationally advertised ones. Certain chain stores manufacture or have manufactured for them their own brands of coffee, canned goods, and other products. They find, however, that they must carry nationally advertised brands to serve customers who ask for them. An advertiser who has consistently given publicity to his brands has built up an asset that is more valuable than his plant or other physical assets. This good

Um-m! chocolate 'n mint!

A DESSERT JUST MADE FOR AUGUST!



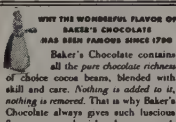
GRANDMA MARTIN WAS UP AGAINST IT!



"WHAT ON EARTH shall I give Tom's folks for dessert Sunday?" she worried as her friend, Mrs. Hubbard, "The children always expect Granny to produce something fancy, but this hot weather it might be to be a cool, minty dessert. I decide, I'll plumb out ideas!"



MRS. HUBBARD had a lucky thought! "I clipped this recipe for Chocolate Mint Cream," she said, "It's a Baker's Chocolate recipe!" "Flair!" cried Grandma Martin. "The rich flavor of Baker's Chocolate makes any dessert taste like a party!"



WHY THE WONDERFUL FLAVOR OF BAKER'S CHOCOLATE HAS BEEN FAMOUS SINCE 1790

Baker's Chocolate contains all the pure chocolate richness of choice cocoa beans, blended with skill and care. Nothing is added to it, nothing is removed. That is why Baker's Chocolate always gives such luscious flavor . . . such rich color . . . such smooth gloss! The "Baker Chocolate Girl" trade-mark, famous since 1790, guarantees you this chocolate richness. You can depend on Baker's Chocolate—as your great grandmother did—to make all your chocolate foods taste grand!



THAT BOY'S JUST FILLED HIS BOWL "It's my mother's new cook" said Tom, gulping off his second helping of pudding, while the children gave Granny merry hints. "This is the prettiest summer dessert," agreed Tom's wife. "It's for comfort! Celatins for digestibility! And this wonderful rich chocolate flavor!"

CHOCOLATE MINT CREAM

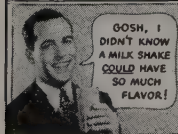
1 tablespoon granulated gelatin
¾ cup milk
¼ cup milk, scalded
¼ cup sugar
¼ teaspoon salt
1 cup heavy cream
2 squares Baker's Unsweetened Chocolate
½ teaspoon vanilla
Few drops oil of peppermint
Green coloring

1. Soak gelatin in ¾ cup milk 5 minutes. Add scalded milk, sugar, and salt and stir until gelatin is dissolved. Add cream.
2. Melt chocolate in top of double boiler. Pour 2 cups of gelatin mixture slowly into the melted chocolate, beating with rotary egg beater until blended; then rotary egg beater until smooth; then cook 5 minutes. Remove from boiling water. Add vanilla. Chill until cold and syrupy. Place in a bowl of crushed ice and whip with rotary egg beater until thickened. Pour ½ of chocolate mixture into large mold and chill until firm.
3. To the plain gelatin mixture, add oil of peppermint and green coloring. Place remaining half of chocolate mixture, then turn into mold over firm chocolate layer and chill until firm.
4. Pour remaining chocolate mixture into mold. Chill until firm. Serve plain or with whipped cream. Serves 6. (All measurements are level)



A Product of General Foods

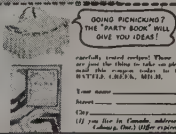
Make sure you get the chocolate you want—rich, smooth, delicious! Look for the famous "Baker's Chocolate Girl" on the label.



GOSH, I DIDN'T KNOW A MILK SHAKE COULD HAVE SO MUCH FLAVOR!

FOR A NOURISHING, TALK COOL DRINK—TRY THIS BAKER'S COCOA MILK SHAKE!

Follow directions on the back of your Baker's Cocoa tin for making rich, luscious Cocoa Shake, which you can keep in the refrigerator ready to whisk into appetizing milk shakes at a moment's notice. The reason you save today by ordering Baker's is the delightful way makes this favorite luxury seem amazingly economical. Try it this week!



GOING PICNICKING? THE "PARTY BOOK" WILL GIVE YOU IDEAS!

FREE! Get this new "Party Book," with recipes for all kinds of delicious chocolate dishes. 28 illustrated pages—25 carefully tested recipes! These "Baker's" pages are just the thing to take on picnics, trips, etc. Just send this coupon today to GENERAL FOODS, BOSTON, MASS., U.S.A.

Your name _____
Address _____
City _____ State _____
(If you live in Canada, address General Foods, Ltd., London, Ont.) Offer expires March 1, 1940.

Fig. 2.—A new use for Baker's chocolate. See page 22.

Score another hit for
the makers of
Swift's Premium Ham

Prem!

A delicious meat
all ready to eat...

made of *genuine
sugar-cured pork!*

For family dinners or buffet supper parties . . . for breakfast, for snacks, in sandwiches . . . whenever you serve PREM just be sure that you have *plenty*. Because PREM's the meat that everybody likes. All genuine sugar-cured pork, seasoned as only Swift chefs know how, PREM has a special goodness that wins friends right off.

Try PREM! It's a *different* meat, for menu variety. It's *table-ready*. And it's mighty easy on the budget!

PREM answers that overhauling plea for **SOMETHING DIFFERENT**. Have it tonight, with a crisp garnish of radishes and sliced cucumbers.

Copyright 1940 by Swift & Company

JULY 22, 1940

19

FIG. 3.—This advertisement relates a new product to a company name already well established. See page 22.

will is a protection, in part at least, against the competition of private brands and price cutting.

7. Before there were widely advertised products the buyer depended much more than now upon his ability to tell quality. He had certain ways of determining whether a suit was wool or cotton, whether a razor blade was or was not made of good steel. When the housewife buys advertised foods she knows that the package she buys today is prepared with the same care and under the same formula and standard of sanitation as the one she bought a week ago. The purchaser of nationally advertised clothing believes, because of his past experience, that if the manufacturers advertise widely that their clothing is of a certain quality, it will be found as advertised.

8. Advertising in many instances has eliminated or lessened seasonal fluctuations. By advertising, the use of oranges and lemons has not only been increased but has been extended so that now they are bought with less regard to the season. Almond and walnut growers have conducted successful campaigns to overcome the idea that nuts are mostly a holiday treat. Ice dealers and manufacturers of electric refrigerators, supplemented by both editorial matter and food advertisements in the women's magazines, have done much to teach housewives the desirability of year-round refrigeration.

9. One who has bought and uses a certain make of automobile, a particular kind of advertised clothing, or a trade-marked breakfast food is usually interested in the advertising done by the concerns he has patronized. Such advertising tends to keep him satisfied and "sold" on the product so that when the time comes to buy a new automobile or a new suit of clothing, he is less likely to be won away from the kind he has been using.

10. Competitive advertising of two or more manufacturers in the same field often creates more business for all. This is exemplified by the fact that for years several competing

portable typewriter manufacturers have been advertising not only the merits of their own particular products but the advantages which ownership of a portable and the ability to type give to students, housewives, businessmen, and others. This policy has greatly increased the use of portables.

11. In connection with the functions of advertising we must not overlook an important development for which advertising deserves at least some of the credit. The standard of living in the United States has been continually rising and undoubtedly advertising has helped to stimulate the desire for better things. Many of the so-called luxuries of yesterday are today's necessities, and things enjoyed today exclusively by the wealthy may tomorrow be enjoyed by those of smaller incomes. Advertising, in spreading the news and increasing the desire for better things and in many cases decreasing costs, has rendered great service to humanity.

SECONDARY FUNCTIONS

In addition to the functions of advertising named above, many advertisers have come to attach great importance to certain other functions which may be classed as secondary, although at times some of these functions may assume a primary role.

1. The typical salesman is of the type of mind that appreciates encouragement. He is meeting with discouragement almost every hour of the day. When he loses a sale to a competitor he tends to feel blue. His is not usually the kind of mind that likes details. He often lives in the clouds, and one of his strongest assets is the ability to feel enthusiasm and to impart it to others. When he reads one of the advertisements of his house, his mental thermometer tends to mount a little higher. He feels that the house is back of him, that it is sound financially, that the business is bound to grow, and that, if he makes good, he will be promoted when the time comes. Not only does this mental attitude

make it easier for the salesman to persuade others, but it is usually easier to sell advertised goods, because part of the work of selling has already been done. A salesman as a rule can earn more money selling advertised goods because, even though commissions per unit may be lower, the increased volume gives him a larger return.

It has been the experience of many manufacturers who advertise that it is easier to hire salesmen because most salesmen like to sell an advertised article. Manufacturers who advertise are more likely to have a greater number of applications, and applications of a better caliber, than those who do not.

2. Advertisers consider important the fact that their advertisements and printed matter are mines of information for their salesmen and dealers and many times serve as a check upon erroneous and too enthusiastic claims. The printed word is the manufacturer's guarantee.

3. The effect upon the executives and administrative officers of the company may also become important. There is a feeling that they are working in the spotlight and are responsible to the public in a peculiar way. In many instances they become more enthusiastic over the product every time they read one of the advertisements. They are likely to strive to improve the product to adopt better packages and styling and give the public more and more for their money. They read other advertisements besides their own and those of their competitors. They become more alert, better informed, and better able to expand as the business expands. High ideals of service told about in the advertisements must be lived up to. The concern tends to become more of a public institution, run for the benefit of the workers and customers as well as for the gain of the stockholders.

One of the most important things to learn is strongly impressed upon the executives—that business is not cement and window glass, not power plants or freight trains, but

good will. Good will gained by advertising is a present asset and an insurance for the future.

4. There is frequently a decided effect upon the men who work in the factory, producing the advertised article. The workers, consciously or unconsciously, take pride in helping to produce something that is known far and wide. Many of them read the advertisements with interest and feel that they are a part of a big organization and that they have some of the responsibility. This tends to make the work less grinding and monotonous. There is likely to be a feeling that the job is permanent and that as the business grows the chances of promotion will be much greater. The reading of certain statements of the merits of the goods tends to make the employees endeavor to live up to the advertisements.

5. Advertising tends to make it possible for the manufacturer to secure better executives, better salesmen, and even better plant workers. It is natural to want to be identified with a widely known company whose advertising is alert and aggressive. Employees of the company, especially in the sales department, are likely to read the advertisements of their company with marked interest and pride. Moreover they many times feel that with a company that advertises their chances of steady employment and promotion are better.

PRINCIPAL CAUSES OF WASTE IN ADVERTISING

It has been said that there is much waste in advertising. That is true; it is also true of personal salesmanship. Under our present economic system there seems to be no way of avoiding such waste. It is possible, however, to reduce it by proper advertising and selling. There are certain causes of waste that usually spring from an insufficient knowledge of advertising. Some of the principal ones are

1. Failure to make a careful preliminary investigation of market, products, and channels of trade, as outlined in

Chaps. IV and V. Such investigations furnish a basis for the advertising policy and eliminate much of the guesswork.

2. Failure to outline properly the task which the proposed advertising may be called upon to perform. In Chap. II are given the principal functions of advertising, one or more of which may constitute the objective of the advertiser.

3. Lack of cooperation and coordination of the various departments of a business. Those responsible for the advertising should be informed about what is being done in the production, finance, and sales departments and should work in close cooperation with all executives.

4. Lack of a consistent advertising policy. Some advertisers, not understanding the functions of advertising or expecting too much from it, become discouraged and discontinue before it has had a chance. If they are manufacturers, perhaps they advertise for a few months, then drop out. If retailers, they may do some spasmodic advertising, notice no great immediate results, and discontinue.

5. Some executives allow themselves to be "sold" advertising when they should "buy" it; *i.e.*, they should plan their advertising campaign, as explained in Chap. XXVII and buy advertising in such mediums and in such quantities as may be deemed wise after careful consideration of all the factors involved. Too many buyers of advertising, after listening to clever solicitors, buy because they are persuaded that this or that "will be good advertising."

6. Failure to "merchandise" the advertising properly to the entire organization. This is explained in Chap. XXV. Merchandising advertising means, in brief, informing dealers, salesmen, executives, and sometimes factory workmen of the details of an advertising campaign, getting them enthusiastic about it and thereby winning their cooperation.

7. Poor execution of the advertisements. This may include poor copy, wrong appeal, poor cuts, or unattractive typography.

8. Sometimes waste results from pushing a product which for one reason or another will not sell in spite of advertising. This is one of the risks which businessmen take in launching a new product. It can be lessened by thorough tests in a small way before spending too much money on advertising.

9. Covering too much territory in advertising without planning a proper sales distribution to go with it. It does little good to advertise unless the products are easily obtainable in stores or in some other way that may be brought to the attention of the prospective customer.

10. One reason why advertising in general does not pay as well as it might is to be found in the lack of confidence caused by (a) the use of exaggerated claims and statements that still exist even in the advertising of many reputable concerns and (b) the use of advertising to promote swindling corporations. The problem of Truth in Advertising is discussed in Chap. III.

SELF-TEST QUESTIONS

1. How can the cost of advertising be economically justified?
2. How important is the selling problem in modern times?
3. How does advertising help in solving the selling problem?
4. Who pays the cost of advertising? What benefits are derived from this expenditure? Cite specific cases.
5. What is the principal aim of advertising?
6. How does advertising help in securing new dealers?
7. How does it help to improve the manufacturer's relations with his dealers?
8. How does it help in increasing the consumption of an article?
9. Why do manufacturers sometimes offer prizes for new uses of their products?
10. How does advertising help in introducing a new product?
11. How does it serve as insurance for business?

12. How does it affect public confidence in standards of quality?

13. How does it sometimes change buying habits? Give examples.

14. How does it help to keep customers satisfied?

15. How does competitive advertising help the entire industry?

16. What effect does advertising have on the standards of living?

17. What effect does advertising have on salesmen?

18. How does it serve as a manufacturer's guarantee?

19. What effect does advertising have on the executives of a company?

20. What effect does advertising have on the factory workers?

21. How does it help in securing better employees?

22. How would you combat the argument that advertising is unnecessary and wasteful? That it is untruthful?

23. Does advertising increase costs to the consumer? Discuss fully.

24. What are the principal causes of waste in advertising?

PROJECTS

1. Look through the advertisements in the current issue of any general magazine or in a daily newspaper, or both. See how many examples of the functions of advertising explained in this chapter you can find. Clip out the advertisements, mount each on a separate sheet of paper, and state briefly just what you think the advertiser is trying to do, and whether it is a primary or a secondary function. You may find some advertisements that seem to combine several of the functions. Watch for them.

2. Proceeding as in Project 1, see if you can find any advertisements that seem to you to be wasteful for any of the reasons listed in the chapter. Watch especially for No. 7 and the first part of No. 10. Explain why you think the advertisement might be wasteful, referring specifically to the parts of the advertisement that you do not consider good.

3. Make a study of your own home, and list all the conveniences, comforts, and luxuries that might not have been there without the information that advertising has brought to your

parents and others. Write a brief essay in which you point out the part that advertising has played in raising the standards of living in your home.

4. Discuss with some merchant or manufacturer whom you know the question of whether or not advertising is an economic waste. Tell him you have heard it said that advertising *is* an unjustifiable economic waste, and that the millions spent on it every year could be used to better advantage in improving quality or giving the public more for their money. Write a report of the interview.

CHAPTER III

TRUTH IN ADVERTISING

To have value advertising must be believed. Growth of the "truth" movement. Early influence harmful. Undesirable advertising excluded. Attitude of professional men. Political advertising poor. Legal restrictions. Better Business Bureaus. The "*Printers' Ink* Statute." The "consumer movement." A criticism and a defense. Persuasion in advertising. Consumer Rating Bureaus. Profit the reward of service. The average intelligence.

ASIDE from any question of morals or ethics, it is self-evident that advertising to be of value must be believed. This is a hard business proposition if nothing else. Today no reputable publication or broadcasting station will accept advertisements that are manifestly fraudulent, but there is still a long distance to go before people will have absolute confidence in advertisements.

Every advertiser is deeply concerned about every other advertisement that appears in a publication by the side of his own. "Birds of a feather flock together" is as true here as elsewhere. If your fine, expensive, truthful advertisement keeps company with a disreputable, lying specimen of the advertising family, it is bound to lose some of its power to make people believe what you are saying about the products you have to offer.

GROWTH OF THE "TRUTH" MOVEMENT

It is to the great credit of the right-thinking men engaged in advertising that they have tried for many years and are still fighting to make advertisements truthful and believable. The first important organized effort to this end may be said to have begun in 1911 with the drawing of the *Printers' Ink* Statute described on page 40. A year later the Associated Advertising Clubs of the World adopted the slogan "Truth" and gave it widespread publicity.

EARLY INFLUENCE HARMFUL

There is nothing new in untruthful advertising. On May 26, 1657, appeared in the *Publick Adviser* in England what is thought to be the first food product advertisement:

In Bartholomew Lane, on the back side of the Old Exchange, the drink called coffee, which is a very wholesome and physical drink, have many excellent vertues, closes the orifice of the stomach, fortifies the heat within, helpeth digestion, quickeneth the spirits, maketh the heart light-some, is good against eye-sores, coughs or cold, rhumes, consumptions, headache, dropsie, gout, scurvy, King's evil, and many others; is to be sold both in the morning and at three of the clock in the afternoon.

Advertising had a bad start in both Europe and America. It is not difficult to see why it lost the confidence of the public.

In the early history of the American newspaper, about the period of the War of the Revolution, newspaper publishers themselves sold medicines as a side line and quite naturally began to advertise them in their newspapers. By the middle of the nineteenth century the patent medicine manufacturers were buying large space, and for 50 years they, in many cases, sold colored water or cheap whiskey which they advertised as unfailing cures for all sorts of diseases. In these advertisements the most common and harmless symptoms were magnified and said to be indicative of a deep-seated disease. It was the aim of such advertisers to make people think that they were ill, whether they were or not. It was not difficult to get testimonial letters from people who were bribed or who honestly thought they were cured by these nostrums.

It is not to be supposed that the medicine manufacturers were the only offenders who abused the advertising columns. Manufacturers and retailers too generally thought that the only way to convince the public was to overstate their case—and the belief is not dead yet.

There were two important results from the use and abuse of advertising by the early advertisers: first, businessmen began to realize the importance of this new selling force—advertising—which like electricity could be tamed to serve mankind; and second, the attitude of mind on the part of the public represented by the exclamation still heard, “Oh, that’s only an ad!”

This attitude is fatal to advertising, for if people do not believe the statements in advertisements, there is no use to spend money to publish them. This is the reason for the fight the advertising clubs have carried on through vigilance committees and Better Business Bureaus. They have put in jail a number of swindling stock promoters and are constantly working to educate businessmen and the public which they serve to demand truthful advertising.

UNDESIRABLE ADVERTISING EXCLUDED

Many of the magazines of general circulation have adopted rules excluding from their pages advertisements of the following classes:

1. Any advertising that would tend to deceive, defraud, or in any way injure the reader. This excludes most medicine advertisements, those of an immoral nature, copy that is vulgar or unpleasant, advertisements that promise something free if it is not actually free.

2. Advertising knocking competitors. It is an established rule in both advertising and salesmanship that knocking injures the person who indulges in it more than the one who is attacked.

3. Advertisements that do not conform to the laws of the United States prohibiting lotteries and illustrations of money or postage stamps.

4. Financial advertising that is highly speculative. Advertisements of stocks will be accepted by some magazines if the stocks are of good standing and are regularly bought

and sold on a reputable stock exchange. Bond advertising is accepted from reliable financial houses. All financial advertisers must, however, avoid extravagant statements about the safety of and the profits claimed for the investment.

5. Most magazines do not accept advertisements from the houses that sell general merchandise by mail. This rule is based not upon the assumption that such houses defraud their customers, but upon a reluctance to encourage a system of selling that competes with the regular method of marketing through retail stores. Magazines do, however, accept advertisements of manufacturers who have mail-order departments in addition to their regular business or who sell some special article through the mails.

With respect to daily newspapers, in general they observe substantially the same restrictions observed by the most reputable magazines. It must be said, however, that there is room for improvement in both magazines and newspapers.

ATTITUDE OF PROFESSIONAL MEN

Having considered the kind of advertising that is tabooed by publications, it may be interesting to mention here something about those professional men who think it unwise to advertise at all.

Through a rigid code of ethics adopted by themselves, physicians are barred from advertising. It is their contention that the highest aim of their profession is not to make money but to serve suffering humanity. Moreover, the success of a physician depends upon his ability, skill, and personality, to advertise which would be undignified and boastful. Physicians are constantly endeavoring to improve the general health of the race through educating the people as to sanitation and disease prevention, and are working, therefore, to lessen their own source of income.

Dentists take the same stand as to advertising, although, as in the case of physicians, there are some who throw professional ethics to the winds and advertise. Osteopaths and

When the novelty wears off a baby...



SOMEWHERE ALONG THE LINE a baby stops being a miracle and becomes a person.

You suddenly realize that you no longer need tip-toe fearfully to the crib side to see whether he is still breathing.

The months have made him into a pretty dependable member of the family—no longer a bundle of worry marked “fragile” but someone to romp with and enjoy.

Yet often the fact that a baby outgrows infancy, with its constant and complex threats, makes the pre-school years a neglected interval. Just because the child keeps on growing, it is easy to think that he no longer needs the help of the doctor except in cases of emergency.

That is a serious mistake—for many dangers lurk in these “in-between” years that bridge the gap from babyhood to kindergarten. Your child’s heart . . . lungs . . . eyes should be watched by someone alert to any hint of trouble. Tonsils and adenoids may cause difficulties. Defects in posture may be leading soft little bones to take shapes that will be all wrong in later years.

These, and other problems of bodily growth, make it vitally important that the doctor see the child at regular intervals. These examinations give your doctor a chance to discover trouble before it becomes deep-rooted. They are an important check on a child’s diet, habits and condition.

And they also let the physician carry out a program of immunization against communicable diseases your child will encounter when he starts school.

Seeing the doctor regularly during these pre-school years is the soundest possible way of making certain that your child will enter the “larger world” with a head start instead of a handicap.

Copyright, 1933, Parke, Davis & Co.

PARKE, DAVIS & COMPANY
Detroit, Michigan

The World’s Largest Makers of
Pharmaceutical and Biological Products

See your doctor

FIG. 4.—A company which manufactures pharmaceutical products advertises the medical profession. See page 38.

chiropractors often do cooperative advertising to acquaint people with their comparatively new professions. Some architects, engineers, public accountants, and undertakers use advertising columns.

There is a way that physicians and others who render personal service to mankind can, may, and do advertise themselves. By mingling with people at church, at the lodge, and in society and by taking part in civic and educational movements, they become well known in a favorable way. They create for themselves a good will which is their greatest asset, and, as their practice grows, they have satisfied customers spreading their praises among friends. Those who are interested in the future of printed advertising have no quarrel with physicians who have decided that it is not adapted to their needs.

While physicians and dentists consider it unprofessional to advertise, manufacturers who wish to secure and maintain their good will do considerable advertising intended to increase the number calling on the professional men, the frequency of such calls, or both. Over the radio and in the magazines comes the message "See your dentist twice a year"—advice given by the manufacturer of a tooth paste. Parke, Davis & Company, to whom the good will of physicians is highly important, advertises the necessity of seeing a physician with respect to children. A typical advertisement is shown on page 37.

POLITICAL ADVERTISING POOR

Much of the advertising done by candidates for political office violates the principles of correct advertising. Knocking competitors is freely resorted to, a practice which would bar commercial advertisers from every reputable magazine and newspaper. Political advertising and indeed political salesmanship are still in the Stone Age. Campaign speakers and political advertising writers many times forget that false and unfair statements react against themselves. If they could be educated to tell their story frankly, fairly, sincerely,

and honestly, to sell their candidates on the merits of ability, honesty, and fitness for the positions they seek, voters might have more confidence in political advertising.

During the past few years radio has become of major importance in political campaigns, both national and local. Speakers who use this medium, to be effective, must confine their addresses to facts and sensible arguments, as the old-time campaign oratory which appealed to the emotions has little or no effect over the radio.

LEGAL RESTRICTIONS

Among the forces now operating to make advertising more truthful and believable are the Federal Trade Commission, Better Business Bureaus, laws passed by various states, and the voluntary acts of advertising organizations, broadcasters, individual advertisers, and advertising agencies. Amending previous acts under which the Federal Trade Commission had been operating, the Wheeler-Lea Act passed by Congress in 1938 has had a far-reaching effect. This act defines a false advertisement as one which is misleading in a material respect. In determining its falsity there shall be taken into account:

... not only representations made or suggested by statement, word, design, device, or sound, or any combination thereof, but also the extent to which the advertising fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity prescribed in said advertisement or under such conditions as are customary or usual.

BETTER BUSINESS BUREAUS

The Better Business Bureau movement is the outgrowth of the work of the vigilance committees carried on by the organization that preceded the Advertising Federation of America. Better Business Bureaus are incorporated independently of advertising clubs and are financed mainly by banks, newspapers, retailers, and investment houses. The

bureaus carefully watch all local advertising, especially that which pertains to security offerings, to see that the statements made are truthful. In the great majority of cases merchants will correct objectionable practices as soon as these are called to their attention.

THE "PRINTERS' INK STATUTE"

Printers' Ink, a publication devoted to advertising, in 1911 had an attorney prepare what is known as the *Printers' Ink* Statute, now a law in 25 states. This statute provides that any advertiser who publishes an advertisement which contains any assertion, representation, or statement of fact which is untrue, deceptive, or misleading shall be guilty of a misdemeanor.

Eighteen other states have modifications of this law which, while not so effective as the original, have the backing of Better Business Bureaus, whose purpose is consumer protection. Only six states have no statute against bad advertising but it must be remembered that the Federal Trade Commission with its activities against false and misleading advertisements has jurisdiction throughout the entire United States.

THE "CONSUMER MOVEMENT"

During recent years there has grown up a consumer movement fostered by groups of housewives, educators, and others who believe that the buyers of commodities have been deceived by fraudulent or misleading advertising and that they should have the opportunity to become better informed about the goods they buy.

In the beginning, many of these groups were influenced by certain books and individuals who have a critical attitude toward business as it is conducted in the United States, especially that part of it concerned with our system of distribution. As the movement is now constituted, however, it is backed by many thousands of housewives and buyers

anxious for information. The fact that the movement has shown such a substantial growth is proof that many of the criticisms made against advertising are important enough to merit serious consideration.

In order to get a complete picture of the movement, *Printers' Ink* appointed a "jury" of 216 leading advertisers who agreed to answer from time to time questionnaires concerning various economic and merchandising problems. The first questionnaire concerned the consumer movement. The results of 172 replies were studied and published.¹ The jury found that the principal causes of the movement were "dissatisfaction with extravagant, misleading, and in some cases untrue advertising claims; general discontent with social and economic conditions; critical attitude toward business in general fostered by people out of sympathy with our present system."

Other reasons mentioned were the recent growth of consumer cooperatives with their antiadvertising propaganda; the growth in the number of educational courses in schools and colleges; increasing difficulties in knowing, from either the appearance or the advertising of products, their comparative value; the rapid growth of home economics teaching in schools and colleges; the tremendous increase in number of brand names from which to select a specific brand.

The opinion of the great majority of the jury was that "the consumer movement is an expression of a basic feeling on the part of a large number of consumers that there are definite abuses existing in advertising as it is today and that something should be done to correct those abuses." The following statement was checked by practically all of the jury: "The advertiser should recognize the consumer movement as a legitimate effort on the part of consumers and cooperate in the solution of the problems it has given rise to."

Another problem more or less related to advertising is that of labeling and packaging. It is the belief of some consumers that products should be graded by the government or

¹ *Printers' Ink*, June 14, 21, and 28, 1940.

some other authority, that the grade should appear on the label, and that labels should carry complete specifications of contents or formulas. With respect to grading all products, the objections are more to its impracticability than to its advisability. Many products do not lend themselves to grading. No doubt some products could be graded with respect to certain standards while others could not. Most advertisers do not object to printing on their labels the complete specification of contents, but the size of the cans and other packages limits the amount of information possible. To many products aside from foods and drugs such a labeling regulation could not apply. The public, for instance, would not be interested in the raw materials that go into the making of an automobile; they are interested only in reliability, appearance, seating capacity, and other such points which they are accustomed to reading about in advertisements.

Another question considered by the *Printers' Ink* jury was whether advertising should be more informative¹ and less emotional than at present. Most of the jury felt that it should be more informative; they realized, however, that emotion is a strong selling aid. The General Electric advertisement on page 43 gives considerable information about the G.E. refrigerator.

In considering the consumer movement, it should be pointed out:

1. Manufacturers as a rule are not opposed to giving the consumer any information he wants. Many of them invite the public to visit their plants, see how their products are manufactured and what goes into them. Others have moving pictures made of factory processes and solicit the showing of these films before various groups.

¹ Taking advantage of the consumer's desire for information Sears Roebuck and Company, which sells both by mail and through its own retail stores, has set up an informative division. Many of the products sold have attached to them tags and stickers which the company calls "info" tags. They tell the customers many points about materials and workmanship. For example, the tags for Launderite sheets state the thread count, breaking strength, weight, facts about selvages, sizing, and hemstitching.

Want A Bigger Better Refrigerator?

SEE G-E THAT'S THE BUY!



**A Statement by the
General Electric Company**
WE BELIEVE the new 1940
G-E refrigerator to be the best
product of its kind ever offered
—one that will cost you less
to own than any other refrig-
erator at any price.
(Signed) General Electric Co.

5 REASONS WHY

Thousands Are Replacing Their
Old Refrigerators With New
General Electrics Now

- 1 Lowest Prices In History.** Now you can buy a better G-E for about one-half the price paid only a few years ago.
- 2 Lower Operating Cost.** In 1927 the first G-E Sealed-In-Steel Mechanism revolutionized refrigeration costs. And, through constant improvement, today's famous Thrift Unit operates on only one-third as much current.
- 3 Better Food Preservation.** New G-E Conditioned Air and Selective Storage Zones keep foods better and longer.
- 4 Faster Freezing Speeds.** New G-E Yrecoz ice cubes 3 times faster than earlier models. Quick Trays make cube removal easy.
- 5 More Usable Storage Space And More Conveniences.** Adjustable Interiors. Full-width Sliding Shelves of Stainless Steel. Interior Light. Tel-A-Frost Indicator.

COMPARE refrigerators feature by feature and you'll see why America is buying General Electrics at the rate of *more than one a minute!* These new 1940 models are the thriftiest, most complete G-E has ever built—yet prices are the lowest in G-E history! See them at your dealer's! Sizes up to 16 cubic feet storage capacity are available on easy monthly payment plan.

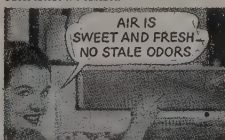
CONDITIONED AIR

Keeps Foods Fresher Longer

New G-E Cold Storage Compartment automatically controls humidity for keeping meats and fowl in prime condition.

New G-E Hum-Dial provides the proper humidity for keeping varying quantities of vegetables crisp and garden-fresh.

New G-E Air Filter revitalizes the cool, circulating air—practically eliminates the transfer of food odors inside the cabinet.



GENERAL ELECTRIC

FIG. 5.—This advertisement gives information about what the G.E. refrigerator will do and some details of construction. See page 42.

2. As for formulas, they already appear on many products and there is no great difficulty in duplicating them or, by adding or subtracting certain ingredients, in making new products.

3. The question arises: "After reading all specifications and formulas how much is the consumer influenced by them? Would he or she compare the specifications of competing brands and decide which was best?"

4. Tastes, needs, and desires differ. Manufacturers are usually satisfied if their advertising induces the consumer to give their products a trial, confident that a certain percentage will become permanent buyers.

5. In considering the question of informative advertising, it is well to remember that printed matter is one of the most important forms of advertising. In addition to labels on packages, many manufacturers place informative printed matter inside. Millions of dollars are spent each year in folders, catalogues, and other forms of direct advertising, which are filled with information.

6. If enough people do not like a product it will disappear from the market.

A CRITICISM AND A DEFENSE

Mr. T. M. Overley, manager of the Better Business Bureau of Indianapolis, Ind., in an address pointed out some of the absurdities in present-day advertising as follows:

Five automobile companies, each claiming, "Best-in-the-world" values. Three shaving-cream companies, each claiming, "smoothest and coolest shave." Three cigarette companies, each claiming the use of "finest and costliest tobacco." Three antiseptic mouthwash companies, each claiming, "one-half to one-third the cost" of other mouthwashes, followed by another claiming that, "it attacks the cause of bad breath." Three toothpaste companies each making incredible claims, one of them promising to make teeth "three shades whiter in three days." Three gasoline companies each shouting "supremacy," followed by one claiming, "not one, not two, not three, not five, but ten

premium qualities keep . . . gasoline a year ahead of competition." Two chewing-gum companies, one claiming power "to beautify the face" and the other announcing, "The dawn of a new health habit—as old as man—as fundamental as digestion—as important as the regulation of the bowels. Chew . . . chewing gum." Two soap companies, one claiming the power "to make your skin and you lovely" and the other stating, "If you want success in love and business bathe regularly with . . . soap."

In defense of the businessman, Mr. Overley had this to say:

He has been between two fires, so to speak. On the one hand he has had to strive to keep the wheels turning, to use every means his ingenuity could devise to stimulate and to go after business lest his competitors take it away from him. He has seen those competitors use all the tricks of the trade to lure customers to their door, and he has known a certain number of those competitors have been lacking in their scruples as to just how they lured those customers away. If he permitted those practices to continue unnoticed and unchallenged, they might mean a loss of business, or possibly financial disaster to him. Regardless of their ethics, or even in some cases, regardless of their illegality, he has had to fight fire with fire, either to engage in those same business practices himself or to see the fickle public patronize the other fellow.

On the other hand, if he resorted to those practices in self-defense, he also ran the risk of destroying that cherished and most valuable of all business assets, the confidence of a still intelligent part of his patronage, and their good will which is the product of sincerity and square dealing, and which is fundamentally essential to continued confidence and success.

Mr. Overley tells why many advertisers appeal to the emotions rather than by informative copy to the reason as follows:

Within the past two or three decades, it was discovered that it is much easier to move the consumer to buy by appealing to his emotions than it was to move him by giving him information, and in spite of the demands of consumer groups for informative copy, the emotional copy was found to get the business.

Let me give you an illustration of this from my own experience. My wife and I were in the market for an electrical refrigerator. There were two different makes under consideration, one of them was by far the best from an engineering standpoint, and from the

standpoint of possible future freedom from service difficulties. The box, however, while an excellent one, was plain on the inside and out, and had no knick-knacks, gadgets, or unnecessary accessories. The other machine was inferior from an engineering standpoint, and possible future service difficulties, lasting qualities, etc. However, it had a beautiful set of colored accessories or dishes which fitted in the shelves. The total value of these was negligible, and they were not essential to the successful operation of the box. Yet these were the deciding factor in the selection of this box by my wife as the one she wanted.

Countless illustrations could be used to show how the color, the contour, looks, design, or style, have influenced the purchase of merchandise when the quality factors were ignored. We buy automobiles because we like the gadgets, the color, the style, or the upholstering, and we seldom look under the hood or read the detailed specifications which are available on any automobile, by which we may be able to determine their engineering superiority or their inferiority. If we like its looks, we take its quality for granted.

Right here, may I say it seems to me is a weakness in the premises of the consumer movement. Some of their proponents are placing too much emphasis upon the necessity or obligation resting upon the business man to sell upon a specification basis. I'm not saying this is undesirable, but I am saying that no amount of persuasion or even intimidation will cause him to do this unless in so doing it moves merchandise from his shelves and helps him to prosper.

Don't fool yourself for one minute into thinking that any merchant will refuse or fail to give all the information necessary the moment he finds it will move his merchandise.

PERSUASION IN ADVERTISING

Most of the critics of advertising devote their attention to magazine, newspaper, and radio advertising of branded merchandise. Objection is made to the art of persuasion, which they say should not be used in advertising. Advertising men reply that few consumers are moved by dry facts; if they were, that kind of advertising would be gladly used; it is much easier to write than any other type. They have no objections to giving specifications and do so to a considerable extent in folders and other printed matter. If by persuasion, which is used by everyone who tries to influence

others, a consumer can be induced to buy a new breakfast food or a new brand of canned goods, that is all the advertiser expects. Having tried the advertised products the consumer can discard it and turn to some other make. And she has scores of advertised and nonadvertised brands to choose from.

Advertisers have observed the principle that what a product will *do* is more important than what it is made of or how it is made. For instance, the housewife wants to know what a vacuum cleaner will actually do. The salesman would not get very far who told her of what materials the cleaner was made, the intricate processes of manufacture, or the mechanical details of the motor. She wants to know how the cleaner will perform on her rug; so the salesman sifts some flour on the floor covering and proceeds to clean it up.

It should be noted that a considerable proportion of advertising expenditures is devoted to higher priced articles such as automobiles, electric refrigerators, radios, rugs, furniture, typewriters. Rarely does advertising do all the selling of these goods. The consumer goes to the store, sees them, and tries them. She does not buy a "pig in a poke."

CONSUMER RATING BUREAUS

Available to consumers who subscribe to them are the services of a few research organizations, the best known of which are Consumers' Research and Consumers' Union. These organizations make tests and analyses of products and publish their findings in periodical bulletins. Inasmuch as the funds for such investigations depend upon the number of subscribers secured, it is evident that the facilities for testing and analytical activities cannot be so comprehensive as consumers would like. The circulation of the bulletins of these rating organizations is limited because of the necessity of paying a fee which all but a comparatively small number of consumers hesitate to do.

The influence of these bureaus may be said to be greater than the number of subscribers would indicate, first, because

they have tended to make advertisers more careful of their claims, and, second, because there has been no other satisfactory service to which the consumer might apply for needed information. It seems probable, however, that in the near future there will be some source of free information to which all inquirers may turn. It may develop from the proposed activities of the Institute of Standards, Inc., or from an extension of the scope of the *Consumers' Guide*, a bulletin now published by the U. S. Department of Agriculture, and available to those who write for it. Or it may be that the government will institute a new and more comprehensive service available to all consumers.

PROFIT THE REWARD OF SERVICE

Forward-looking businessmen today realize that business succeeds because it serves. Both buyer and seller must derive benefit from a transaction or both in the end lose. Industries have become great because they have rendered a definite service. This principle is splendidly illustrated by the automobile business, which has grown to commanding size in the brief span of one generation because it has done much to help people in many relations of life. The automobile has made it possible to live in less crowded sections, to take frequent trips into the country, to save time in going from place to place. It has speeded up freight transportation for short distances. It has brought about great and beneficial changes in civilization and the end is not yet seen.

To feed, to clothe, to shelter, to educate, to amuse the human race is to render a service, and those who are engaged in so doing usually prosper in proportion to the service rendered.

The writer of advertising should, therefore, keep these principles in mind. He should ask himself, "How does my product benefit people?" "What real service does it perform?" "Will the buyer get his money's worth and more?" In order to answer these questions the writer should be familiar not only with the product but with the wants, the

lives, and the hopes of the people. He must mingle with the lowly as well as with the mighty. He must put himself in the other man's place. Then he will have gone far toward writing with the conviction and the sincerity that will sell.

THE AVERAGE INTELLIGENCE

The excellent work of psychologists during and since the first World War has brought forcibly to our attention the fact that the average intelligence and literacy are less than most people had been aware of. Without question much of the advertising copy of today is over the heads of a large proportion of the readers, who, although they may not understand big words, classical allusions, or high-sounding phrases, still may have large buying power. Advertising copy should be so easily understood that the uneducated masses can grasp it and get the message it contains. If they understand, the more learned can understand as well.

This does not mean that the copy should lack dignity and good style, for simplicity adds to dignity and no style is good that hampers understanding.

The salesman who succeeds must have a personality that inspires confidence. He gains friends among buyers by being a friend to them. What he really *is* shines through. It is so with the writer of advertising. If he keeps before him the ideals of truth and service, they will become such an important part of him that they will be reflected in his writings and he will be believed.

SELF-TEST QUESTIONS

1. Why is truth in advertising essential?
2. What have the advertising clubs done to restore advertising to favor?
3. What caused early advertising to fall into disrepute?
4. To what extent is an advertiser concerned with other advertisements printed near his own?
5. What classes of advertisements are debarred from most of the general magazines?

6. How far have the newspapers gone toward raising advertising standards?
7. Why do not doctors and dentists advertise?
8. How can doctors and dentists build up a practice without the use of printed advertising?
9. What is the character of most political advertising?
10. How did Better Business Bureaus originate?
11. What is the *Printers' Ink* Statute?
12. What is the Wheeler-Lea Act?
13. Discuss the "consumer movement"

PROJECTS

These projects are field researches to determine consumers' reactions to important subjects discussed in this chapter. The student may be asked to report orally or in writing. One question may be assigned at a time or all may be assigned at once. Part of the class may be asked to interview women only, and others to interview men only, or the students may be asked to divide their interviews to include both men and women. It should be pointed out that women buy a great proportion of all commodities used in the home, the estimate being around 80 to 85 per cent. The instructor must use his judgment as to the number of interviews assigned.

1. Do you belong to any organized group whose purpose is to seek more detailed information about the products you buy in grocery stores, drugstores, department stores, or other retail outlets?
2. Prices being approximately equal, would you prefer advertised or nonadvertised brands? Why?
3. Do you have confidence in the quality of advertised products?
4. Do you subscribe for or receive regularly any publication devoted to giving detailed information about advertised products (*Consumers' Research*, *Consumers' Union*, etc.)?
5. Do you believe that advertised brands are generally higher in price than nonadvertised brands?
6. If you intended to buy an automobile and had been reading automobile advertisements, which would influence you more: advertisements which gave mechanical details, or those which featured beauty of appearance, fine upholstery, attractive interior finish?

CHAPTER IV

RESEARCH OF PRODUCT AND MARKET

Growth not always according to plan. How enterprises start. Divisions of investigation. The product. Enthusiasm an asset. The touch of imagination. The market. Inside the organization. Outside the organization. Research methods. Sources of information. How much research? Arrow products research. General Motors' research. Following up inquiries. Work of a research organization. Principles to guide investigation.

MILLIONS of visitors to the New York World's Fair of 1939 and 1940 saw the "Futurama" of General Motors in which was shown in miniature the designer's ideal conception of how cities, streets, and highways should be laid out to solve modern traffic and other problems. Most of our American cities actually show no such planning; practically all of them grew with no definite prearranged plan from four-corner hamlets. The post office, hotel, and general store were the center; then, as more people came there to live, the villages grew along the lines of least resistance.

Nearly all the industries of today have had a similar history. They began small and gradually grew to greater proportions. Force of circumstances or the measure of ability of some of the executives in the past may have put into effect policies which were not wholly efficient, but these policies have grown with the business, around it and through it, so that, in considering changes, care must be taken that we do not pull up the wheat as well as the tares.

HOW ENTERPRISES START

Except in rare cases there have been no business architects to formulate plans in advance, and probably such plans would not have succeeded if drawn. Frequently, the man who starts a new enterprise is learned or skilled in one or two

branches of business and not so familiar with other departments. He progresses and learns by bitter experience and gradually gets on his feet. He has done more or less advertising in a haphazard way, buying space because a clever solicitor has persuaded him that it would be a "good ad" for him.

His business has grown and succeeded without much advertising. Such growth is slow, but building up a business in this way has been and can be done. The time comes, however, when it is felt that something is wrong. The business is not going ahead so rapidly as it should. After consideration it is decided to call in advertising and sales experts to look over the business and make recommendations. These experts are to be found principally in organizations known as "advertising agencies." They make investigations for business concerns, especially manufacturers, recommend campaigns of advertising, write the advertisements, and place them in the various publications that are selected and agreed upon. Their functions will be dealt with in greater detail in a later chapter.

If, about the time he reaches the decision to call in these counselors, the manufacturer has no advertising manager, he usually hires one, and all cooperate with the advertising agency to make the proper diagnosis of the case and to prescribe the most efficient medicine. There is no reason why the manufacturer cannot do his own investigating and advertising, but the great majority of the larger advertisers today find it more advantageous and less expensive to employ advertising agencies or other organizations equipped to render such service.

DIVISIONS OF INVESTIGATION

The investigation will divide itself into two parts: first, investigation of the article itself, and, second, investigation of the market and marketing methods. It will include every detail, from the raw material and the processes of manufacture, to the time the article reaches the hands of

the user or ultimate consumer. Until all the facts are known, it is impossible to decide what to write about the product or where to publish it after it is written. Whether a business is already established or just starting, whether it is large or small, whether it comprises manufacturing, wholesaling, or retailing, and whether an agency is employed or not, it is essential that those to whom the advertising plans are entrusted shall learn all about the product and the market before taking steps to write or place advertisements.

THE PRODUCT

The advertising man can hardly learn too much about the product. He should talk with everyone who knows anything about it—the inventor, the engineers, the head of the company, the sales manager, the salesmen, the wholesaler, the wholesaler's salesmen, the retailer and the retailer's salesmen, and finally with the buyers and users. In this way he will learn the selling points and will accumulate a wealth of material that will be necessary when he comes to writing the advertisements. Here are some of the questions that he should find answers for:

1. What is the product used for? What human need does it fill? Are there other uses that have not been advertised?
2. What materials are used in its manufacture?
3. Where do these raw materials come from? Is there an unusual story of human interest connected with them?
4. What did you see in going through the factory that would be interesting to people and make them want to buy the goods?
5. What guarantees are given with the goods?
6. Have any kind of tests of the goods been made?
7. Why does the manufacturer believe that his article is better than that of his competitor? Can he prove his statements, or is it simply a theory?

8. Are his prices higher or lower than those of competing articles?

9. What about cleanliness, purity, healthfulness, nutritive value (in case of food products)?

10. What about speed, durability, accuracy, weight, appearance, workmanship (in case of machines)?

11. Is it a necessity or a luxury?

12. To what class of people does it appeal?

These are only a few of hundreds of points that will vary according to the particular product. It should be the aim of the writer to saturate himself with information. If the information is of a favorable kind, it will lead to enthusiasm, which is just as essential as knowledge. This is true whether applied to oral or written selling, for the first step in inspiring confidence and belief in others is to have it yourself.

The type of man that makes a success of the advertising business in all its branches is the type that becomes enthusiastic. Sometimes his enthusiasm may run away with him, but it is easier to tame a man's enthusiasm that overleaps itself than to try to awaken it in a type of man that is cold, matter-of-fact, and unresponsive.

The advertiser of an automobile, for example, as he goes through the factory will thrill at the sight of the ponderous machinery turning out parts to go into the splendid finished motor car that has meant so much in the history of the past quarter century. He will listen to the inventors and engineers with considerable awe as they tell of the struggles they have had in overcoming difficulties and in meeting problems. He must feel the exhilaration of sitting at the wheel and knowing that he has, responsive to his slightest touch, great power. He will talk with others who have driven the car and learn why they prefer it to any other. He will talk to dealers and salesmen and to people who never owned any car and then after he is bubbling over with

the whole subject he will give to his copy that skillful touch that will fan the smoldering desires already in the mind of the prospective buyer and make them burst forth into flame.

But suppose the article is just a common, prosaic thing; how can you grow enthusiastic over it? Even here, much often may be done. What could be more dull than a radiator? Yet the American Radiator Company has given the radiator the magic touch. The reader will thrill as he thinks of the thousands of youngsters warm and cozy indoors when the north wind blows its zero blasts outside.

Aluminum is a commonplace in every home, but the Aluminum Company of America, by telling people the story of its discovery, explaining its many advantages, and showing how it enters our lives in numerous unthought-of ways, has made even the pots and kettles in our kitchens things of romantic interest.

There are many other examples that may be selected from the current magazines which will show how things that seem common and dull can be warmed in the crucible of the imagination to a brilliant glow.

THE MARKET

Whether the investigation of the market is conducted by the sales or the advertising department or by an advertising agency or by all in cooperation, the facts should be obtained, analyzed, and weighed. In the case of a business already operating, the investigators may look for information, first inside the organization and second outside.

They will learn all they can from the officers and heads of departments, from the salesmen, the wholesalers, and the retailers and their salesmen. From the executives they can get the sales records for several years back. They will find out where the product has sold well and why. They will ask about the methods of hiring and paying salesmen, the ease or difficulty in getting salesmen, and what percentage of salesmen make good; they will want to know how the salesmen are trained for their work, what chance a

salesman has for promotion. They will find out what the executives know about competing concerns.

Interviewing branch managers and salesmen, the investigators usually ask such questions as these: "What are your most effective selling arguments?" "If you were investing money in advertising, what kind would you recommend?" "What is the size of your territory as compared with the territories of salesmen of competing concerns?" "Do the salesmen have weekly or monthly meetings?"

If the article is handled by dealers, the investigators will want to find out their attitude toward the house and why they feel as they do, their impression of how the trade likes the product, suggestions for its improvement, reasons why more is not or cannot be sold. They will find out what competing brands are sold and the quantity of each. They will ask the dealer what sort of advertising would be of most help to him and how the manufacturer can assist him in his local advertising. From the retail salesmen they will find out all they can about the merits and the faults of the product or the service rendered by the manufacturer. The retail salesman, or clerk, as he is generally called, is in a position to accumulate a vast store of information that is exceedingly valuable to the investigators.

General Motors by means of the "Motorists' Service Ballot" shown on page 57 gave customers the opportunity to express themselves on dealers' service.

We have considered everyone who is interested in making or selling the product as a part of the organization and consequently "inside." Another fund of information is obtained from the "outside," either from those who have already used the product or from those who use something similar to it or who might in the future become buyers. In interviewing this class of people, investigators sometimes do not reveal that they are working for any particular concern but simply say that they are conducting a trade investigation. They find that in this way people can be induced to give information more freely and honestly, as there is no fear of hurting

MOTORIST'S SERVICE BALLOT

From our correspondence with owners, we've tried to develop a summary of the things that have an important bearing on service, but we may have overlooked something. So please don't hesitate to fill in any additional items that may occur to you.

"THE PLACE I GO FOR SERVICE"

As regards the place where you now have your car serviced -

How would you rate it on each of the following points?

CHECK ANSWERS

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

QUALITY OF WORK?

Intelligent diagnosis

First class material

Good workmanship

Attention to minor details

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

PROMPTNESS?

Promptness in waiting on customers

Promptness in making deliveries

Promptness in keeping promises, both big and small

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

CONVENIENCE?

Convenience of location

Entrance to Service Station easy to get in and out of

Ample room in Car Receiving Dept.

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

FAIRNESS AND HONESTY?

Listens to customer's side of story

No misrepresentation

Keeping promises

No "overselling"

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

☐ ☐ ☐

PRICES?

Accurate estimates of cost

Fair charges

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

☐ ☐ ☐

CLEANLINESS?

Cleanliness of premises

Cleaning off grease, dirt, etc., before delivering car

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

HUMAN UNDERSTANDING?

Courteous

Sympathetic

"Seems to appreciate my patronage"

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

MISCELLANEOUS - ITEMS?

Anything that we've overlooked?

"THE PLACE I USED TO GO"

In case you no longer have your car serviced by the dealer from whom you bought it, please check off your ratings of that dealer - ESPECIALLY THE ITEMS IN WHICH HE WAS LACKING.

CHECK ANSWERS

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

O.K. JUST FAIR NOT SO GOOD

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O.K. JUST FAIR NOT SO GOOD

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O.K. JUST FAIR NOT SO GOOD

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O.K. JUST FAIR NOT SO GOOD

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☐ ☐ ☐

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

☐ ☐ ☐

☐ ☐ ☐

O.K. JUST FAIR NOT SO GOOD

☐ ☐ ☐

Double check any items on which your PRESENT service is extra good or extra bad

Double check any items on which your PREVIOUS service was extra good or extra bad

FIG. 6.—General Motors through consumer surveys checks up on its dealer service. See page 56.

anyone's feelings. The investigators ask them all sorts of questions about how they like the product, how much they use in a month, or a week, what treatment they have received from the representatives of the house or retailers' salesmen, how they started using the article, and whether or not they have discovered new uses for it.

The questions asked will, of course, differ for every product. In cases where service has to be rendered after the article is sold, as in the typewriter industry, that feature will be investigated. A typewriter may be bought by the purchasing agent or the head of a business, but the typewriter operator may have considerable to say as to the particular make of typewriter the "boss" buys. Mr. Jones may buy an automobile, but Mrs. Jones and the rest of the family may be the ones who decide what kind of car shall be chosen. Mrs. Jones may influence her husband in buying his clothes, his ties, and many other things.

RESEARCH METHODS

Throughout the business world is seen an ever-increasing desire for facts that have a bearing on all branches of business. The effort to secure reliable data has in general richly repaid those who have put it forth.

Research with respect to advertising and sales problems has become increasingly important during the past few years. It is being conducted by a large number of organizations. Every advertising agency of importance is prepared to furnish data upon which to base sales and advertising campaigns. This does not necessarily mean that agencies must maintain large research departments, although many of them do. If the agency has no research department, it may use the services of one of several independent research organizations whose business is to compile or gather any type of market information that may be desired.

Before undertaking any research it is important to determine just what information is wanted. To decide this requires careful thought and cooperation on the part of

client and agency. Then one or both of two methods may be used in securing the desired information.

The first of these is the method commonly called "library" or "desk" research. It consists of gathering, from material already collected and printed, all facts bearing on the particular problem in hand.

✓✓ SOURCES OF INFORMATION¹

There are available many sources of information including the various departments and bureaus of the United States government. Valuable sources are given in "Market Research Sources" put out by the Department of Domestic Commerce. Frequent results of research are issued by the following departments of the government: Agriculture, Commerce, Federal Farm Loan Board, Federal Reserve Board, Federal Trade Commission, Department of the Interior, Interstate Commerce Commission, Department of Labor, Federal Communications Commission. One of the publications of the U. S. Department of Commerce, *Commercial and Industrial Organizations of the United States*, lists many organizations which are valuable sources of research. "U. S. Public Documents," issued by the Superintendent of Documents, lists current material issued by the government.

Other sources are trade associations including such organizations as associations of manufacturers, wholesalers, and retailers, American Association of Advertising Agencies, New York City; National Automobile Chamber of Commerce, New York City; Associated Business Papers, New York City; National Retail Dry Goods Association, New York City; statistical organizations, Standard Statistics Co., New York City; American Institution of Food Distribution, New York City.

Many periodicals gather valuable information for the benefit of their advertisers. Among them are *The Saturday Evening Post*, *Collier's*, *Fortune*, *Nation's Business*, *Printers'*

¹ For a comprehensive list, see "Simplified Market Research" by Coutant and Doubman.

Ink Weekly and *Monthly*, *American Marketing Journal*, *Business Week*, *Wall Street Journal*, *Harvard Business Review*.

Trade journals are fertile sources of data connected with the particular businesses which they serve. There are several expert research organizations which may be employed, such as Daniel Starch, Ross-Federal Research Service, Crossley, Inc. and others.

If the desired information cannot be obtained from printed sources, it is necessary to use the "field" method of research. This consists of going directly to a certain number of the type of people who make up the market for the product and asking them carefully prepared questions which will bring out the information wanted. The agency may do this work itself, sending its representatives out into the field or using part-time investigators living in various cities and towns, or it may employ an independent research bureau. The independent bureau usually has in a large number of cities and villages reliable representatives who may be called upon to gather information when need arises. These persons do not, as a rule, spend all their time at this work, but are subject to call and are paid according to the amount of work they do.

HOW MUCH RESEARCH?

The amount of research necessary and the determination of what facts are to be found out will differ according to the product, the money available for advertising, and other factors.

Before outside research is attempted, it is necessary to define the purpose and scope of the investigation. A thorough analysis of the product and competing products will be made. The investigation will also cover sales methods of the advertiser and his competitors. Many times the agency will submit a long list of questions to the advertiser, whose answers will reveal past experiences, the success or failure of certain sales experiments, the production costs, selling costs, and overhead expenses.

Consumer investigations usually run into considerable expense because of the large number of personal calls that must be made and the time required. It is through personal interviews, however, that the advertiser finds out the reactions of the public, and he not only bases his advertising upon these reactions, but many times changes the product to comply with the wishes of the consumer. With this in mind it will be seen that it requires knowledge and experience to frame questionnaires properly so that the advertiser can find out exactly what he wants to know. Facts obtained in this way have inestimable value in formulating advertising campaigns.

ARROW PRODUCTS RESEARCH

As an example of what an alert manufacturer is doing, Russell A. Ziegler of Cluett, Peabody & Company, manufacturers of Arrow shirts and other Arrow products, tells about the policies of his company. In the *Daily News Record*, he says that, as a result of production efficiency, the markets have been flooded with products which compete with one another for the consumer's dollar; so much so that distribution cost equals or exceeds production cost. It is necessary, therefore, to apply to the sales problem the same scientific technique that has been applied to production. Mr. Ziegler says:

Market research aims at estimating the potential demand for a given product at a given time at a given place. It attempts to find out who the customers are, where they live, how many there are, how much they will buy, their likes and dislikes, what factors influence their purchases, and how they now satisfy the need which a particular commodity will satisfy.

He further points out:

Before any statistical study of distribution may be made for a manufacturer, the salesmen's territories must be arranged to conform to logical consumer trading area units. Each city and town throughout the United States exerts a trade influence on its hinterland, just as a magnet does when placed in the center of steel

filings. The number of filings the magnet attracts depends entirely upon the kinetic energy and size of the magnet.

Population alone, says Mr. Ziegler, has never been an accurate index for measuring market potentials. He mentions 22 factors set forth by the International Magazine Company as bases for such measurements together with the sources of the desired information:

People and Homes:

- | | |
|-------------------------------|-------------------|
| 1. Population..... | Government census |
| 2. Urban population..... | Government census |
| 3. Rural population..... | Government census |
| 4. Total families..... | Government census |
| 5. Native white families..... | Government census |
| 6. Dwellings..... | Government census |
| 7. Home-owning families..... | Government census |

Standards of Living:

- | | |
|-----------------------------------|--------------------------------------|
| 8. Life-insurance sales..... | Life Insurance Sales Research Bureau |
| 9. Passenger car registrations... | Polk Reports |
| 10. Wired homes..... | McGraw-Hill Publishing Company, Inc. |
| 11. Domestic gas consumers..... | American Gas Association |
| 12. Telephone homes..... | American Telephone & Telegraph Co. |
| 13. Radio homes..... | Columbia Broadcasting Co. |

Buying Power:

- | | |
|---|------------------------------|
| 14. Income tax returns..... | Bureau of Internal Revenue |
| 15. Net income of personal returns..... | Bureau of Internal Revenue |
| 16. Value of manufactured products..... | Bureau of the Census |
| 17. Individual bank deposits.... | American Bankers Association |
| 18. Amusement and service sales | Census of American Business |
| 19. Wholesale sales..... | Census of American Business |
| 20. Retail sales..... | Census of American Business |

Distributive Outlets:

- | | |
|----------------------------|-----------------------------|
| 21. Wholesale outlets..... | Census of American Business |
| 22. Retail outlets..... | Census of American Business |

With such statistics available, the manufacturer selects those which apply to his own business. An automobile manufacturer, for instance, might select "Passenger Car Registrations," "Income Tax Returns," and "Population." These factors would be considered, properly weighted, and reduced to a percentage of the total for the entire country. This procedure would enable the manufacturer to arrive at a composite index potential which would be valuable in comparing past performance with the index, and in many other ways.

Cluett, Peabody & Company considered 38 factors. To some of those listed above they added government and private research studies. To corroborate these statistics, investigators were sent to 35 towns in various sections of the country. With few exceptions, the investigators returned with approximately the same information that had been arrived at by the statistical study. The company then applied the index numbers to every sales outlet in the United States. Through this method the company was able to estimate the sales possibilities for each market. Mr. Ziegler says:

These statistics have also been used to develop a cumulative sales control record for sales forecasting. In actual practice the interpretation of these findings has been of major importance in reallocating salesmen according to their logical trading areas, adding more salesmen where the potential market warrants, and consolidating territories where the market does not provide enough profitable business, actual or potential. Cluett Peabody keeps these records on a monthly and cumulative quarterly basis, by towns, by salesmen, by territories, and by U. S. Office recapitulation.

These statistical reports have greatly assisted Cluett Peabody in rating the efficiency of each salesman. For example, suppose salesman A does \$100,000 worth of business, and salesman B does only \$50,000 worth of business. If Cluett Peabody based its judgment solely on sales records, salesman B would be rated as only half as good as salesman A—for the two territories covered are identical in area, size, and number of cities. However, if they find the potential sales possibilities for salesman A to be \$1,000,000, and salesman B's potential \$500,000, they would rate the

salesmen exactly the same in accomplishment. Thus a comparison is made between par and performance for each salesman and divisional territory.

Individual reports are sent out to each salesman as a working tool, so that he may be able to ascertain the strong and the weak spots in his territory, and apply the remedy. With accurate statistical information of this nature in his hands, he can plan his sales day more efficiently, and spend his time and effort in developing the markets where sales opportunities are greatest.

GENERAL MOTORS' QUESTIONNAIRES

General Motors for several years has sent out around 2,000,000 questionnaire booklets to owners of all makes of cars asking them to express their preferences on various aspects of motor cars and motoring. In doing this General Motors frankly combines selling with research. How motorists voted on one part of the questionnaires, in which they were asked to indicate the factors they considered most important in the selection of a car, is shown by the following table:

LOW PRICE CLASS

Operating economy.....	75.5 per cent
Dependability.....	72.3
Safety.....	66.1
Comfort.....	43.6
Appearance.....	40.4
Ease of control.....	33.0
Smoothness.....	32.0
First cost.....	18.9
Pickup.....	14.1
Speed.....	8.2

MEDIUM PRICE CLASS

Dependability.....	74.6 per cent
Safety.....	65.4
Operating economy.....	59.2
Comfort.....	51.4
Appearance.....	45.4
Smoothness.....	38.9
Ease of control.....	37.8
Pickup.....	16.6
Speed.....	10.9
First cost.....	9.5

HIGH PRICE CLASS

Dependability.....	74.9 per cent
Safety.....	64.8
Appearance.....	60.2
Comfort.....	57.2
Ease of control.....	49.1
Smoothness.....	34.5
Operating economy.....	33.5
Pickup.....	13.3
Speed.....	12.8
First cost.....	5.3

The percentages add up to more than 100 per cent because the typical respondent checked more than one item.

FOLLOWING UP INQUIRIES

It is not enough to get inquiries; the advertiser usually wants to know whether the inquiries are turned into sales. An interesting survey to find out was made by the Hartmann Trunk Company of Racine, Wis.,¹ a concern which advertises nationally and sells through retailers. From its national advertisements come many inquiries through coupons or otherwise, all of which are turned over to dealers in whose territories they originate. The company devotes unusual attention to the prospects. To each one a letter and a fairly expensive booklet are mailed, while to the dealer to whom the inquiry is referred goes another letter. The company estimates that it spends 20 cents on each inquiry, this amount including cost of booklet stationery, and postage.

The Hartmann Company decided to conduct a mail survey to find out whether or not this follow-up of inquiries was profitable. The research was built around a questionnaire sent to 200 inquirers, the company using every fifth name of a list of 1,000. In previous mailings of a questionnaire not so comprehensive as the one now used, it was determined that a group of 200 names would provide an adequate cross section.

¹ Article by P. H. Erbes, Jr. in *Printers' Ink*, July 12, 1940.

An exceptional return—37 per cent—was realized. Forty-six per cent of those answering said they had visited a Hartmann dealer; 13.7 per cent reported purchases of Hartmann merchandise, the average purchase being \$37.32. The letters sent with the questionnaire were made as personal as possible, each one being signed by the advertising manager. Enclosed was a self-addressed return envelope bearing a three-cent stamp.

The questionnaire follows:

CONFIDENTIAL QUESTIONNAIRE

1. In what seasons did you (or your family) travel during 1939?
Spring.....Summer.....Autumn.....Winter.....
2. Length of principal trip:Miles,Days.
3. What transportation did you use?.....
4. How many pieces of baggage were used?.....
Suitcases.....Gladstones.....Hand wardrobes....Trunks...
5. Above baggage was for how many people?.....
6. When and on what occasion did you last travel with a trunk?
.....
7. How many pieces of luggage have you bought in the last
10 years?.....
8. What is your occupation?.....
9. Does your business require travel?.....How often?.....
10. Number 1, 2, 3, in order of importance: What interests you
first in the purchase of new luggage?
Appearance.....Quality and workmanship.....
Easy to pack.....Wrinkle-free features.....
Weight....Durability....Reputation of manufacturer.....
Price.....Other qualities.....
11. Have you ever given.....received.....luggage as a gift?
12. What brands of luggage do you own now?.....
13. What magazines do you read regularly?.....
14. Which is your favorite?.....
15. What magazine contains the most interesting advertising?
.....

16. Did you visit a Hartmann dealer after we sent you our literature?.....
17. Name of store.....City.....
18. Did you buy any Hartmann travel equipment?.....
19. If so, what pieces?.....
20. Approximately what price did you pay?.....
21. Did you buy another kind?.....
22. What kind?.....
23. What store?.....City.....
24. If not Hartmann, why not?
 - No need for new luggage?.....
 - Didn't like styles shown?.....
 - Our dealer not conveniently located?.....
 - Cost more than you expected to pay?.....
 - Retail salesman recommended another kind?.....
 - Other reasons?.....
 -
 -

WORK OF A RESEARCH ORGANIZATION

One of the outstanding research organizations is the Ross-Federal Research Corporation, which has offices in 31 cities and which employs 3,700 trained field representatives. This organization is prepared to find answers to the following questions: (1) what your market is; (2) how your market buys; (3) what your customers think; (4) how to get efficient distribution; (5) what by-products you may profitably develop. Services to banks, manufacturers, utilities, advertising agencies, insurance companies, publications, and radio are offered by the corporation.

On page 479, Appendix, will be found a synopsis of the Ross-Federal plan for scientific marketing research on which to base sales, merchandising, and advertising policies.

The Committee on Research of the American Association of Advertising Agencies has prepared a list of questions for the purpose of establishing simple standards of research practice. The list will be found on pages 482-485.

PRINCIPLES TO GUIDE INVESTIGATION

In business researches the following principles should be observed:

1. The investigation must cover enough territory to include all kinds of people with whom it is expected to do business; all climates that might influence the product or the service that goes with it; and all conditions of distance that might affect packing, transportation, and other physical factors.
2. The investigation should be carried on by an absolutely unprejudiced person who is seeking for information—not trying to give it. Salesmen and those inside the organization often find difficulty in meeting this requirement.
3. After the investigators' reports are in, they should be considered and acted upon with calm judgment and a spirit of cooperation for the improvement of the business.

SELF-TEST QUESTIONS

1. At what point in the development of a business are experts in advertising and selling usually called in?
2. Trace the usual course of development up to that point.
3. What services do advertising agencies perform?
4. What investigations must the advertising expert make before beginning to write or place advertisements?
5. From what source can information about the product be obtained?
6. What are the principal things that should be learned about the product?
7. What effect will a thorough investigation of the product have upon the advertiser? Why is this necessary for successful advertising?
8. How can enthusiasm be aroused over commonplace, prosaic articles of practical use?
9. From what sources can information about the market be obtained?

10. What information can be secured from the executives of the business; from the salesmen; from branch offices; from dealers; from consumers or users?
11. How may information from users be obtained?
12. What is library research? Field research?
13. What steps are necessary before attempting outside research?
14. How can the expense involved in consumer investigations be justified?
15. What principles should guide the entire investigation?

PROJECTS

1. Assume that the manufacturer of a portable typewriter is thinking of making an intensive drive to sell machines to students in the colleges and universities of the United States. Prepare a questionnaire that could be used in a "field" survey to determine the potentialities of this market.
2. Prepare a questionnaire suitable for use by personal investigators in an investigation of the extent to which the students of your school read and are influenced by the advertisements in the school paper or magazine.
3. Prepare a questionnaire for the same purpose as in Project 2, but this time to be printed in the school paper, for the reader to fill out, clip, and return by mail. Write the necessary explanatory matter to acquaint readers with the idea and induce them to fill out and return the questionnaire.
4. Assume that such a research as that indicated in Projects 2 and 3 has actually been made and that the responses have been tabulated and percentages drawn up for the various possible answers to the questions. Using percentages arbitrarily supplied by yourself or your instructor, prepare a report of the investigation which could be used by the advertising staff of the publication in soliciting advertising from local retail merchants.

CHAPTER V

CHANNELS OF TRADE

Factors that influence the conduct of an advertising campaign. Commodities grouped according to selling plans. Advertising and the selling plans. Typewriters in two groups.

THE conduct of an advertising campaign depends upon how, when, where, and to whom the article is to be sold. Unless the copy is written, the mediums selected, and the appropriation made with these in mind, failure is almost certain.

While the selling plans for articles of a similar nature are likely closely to resemble each other, they do not always do so. Every manufacturer has his own ideas about how to market his product. He has usually started his business in a small way, working along the line of least resistance, expanding little by little his field of operations. His selling plans, his packages, his trade-marks, and his trade names may not be ideal, but he already has invested a large amount of money in them and it may be too late to change.

COMMODITIES GROUPED ACCORDING TO SELLING PLANS

We shall now attempt to classify commodities into groups so that the selling plans for products in the same group will bear more or less resemblance to one another.

1. Articles that may be sold to almost every family or person who has an income; as, for example: soap, breakfast food, canned goods, dishes, house furnishings, and clothing. The manufacturer employs salesmen who visit wholesalers and retailers. The public can get the article only by going into a store and asking for it. Most products handled by chain stores fall into this group. Chain stores,

**9 OUT OF EVERY 10
OF MY CUSTOMERS
BUY FRESHLY GROUND
A&P COFFEE**

... and do they know coffee! They know that A&P Coffee is good from start (the plantation) to finish (the coffee cup) because we not only select the best, but we get it to each customer just the way she wants it. Do I know how she wants it? Sure thing—freshly ground so she gets all the fine, full flavor she pays for—and correctly ground for her own coffee pot, so she doesn't lose any of that magnificent flavor when she makes it.

Why don't you come in and see me today at your nearest A&P Food Store—choose one of our satisfying blends of coffee.

AT ALL A&P FOOD STORES

EIGHT O'CLOCK COFFEE
RED CIRCLE COFFEE
BOWAR COFFEE

MILD AND MELLOW MILD AND MELLOW MILD AND MELLOW

MAGNIFICENT FLAVOR—HOT OR ICED

FIG. 7.—A chain store advertises three of its brands of coffee in national magazines. See page 72.

as a rule, act as their own wholesalers, maintaining regional warehouses. Occasionally, one of the larger chains advertises in national magazines. On page 71 is an advertisement of this type.

2. Articles sold to a smaller proportion of the population, like automobiles, radio sets, washing machines, vacuum cleaners, electric refrigerators, and so forth. Not all families are immediate prospects for these, because they cannot all afford them. Such products are usually sold through dealers in various localities. The dealer employs salesmen who look up prospects, call upon people who they think should buy or who they may have been told are thinking of buying. Besides those who are induced to buy in this way, others may come into the store and ask for the article.

3. Articles that are sold to businessmen for business purposes, like typewriters, adding machines, cash registers, and filing cases. The manufacturer usually opens branch offices, or appoints dealers in cities of importance and the salesmen work from these offices, personally calling upon businessmen who have use for these products.

4. Articles sold to farmers, such as tractors, plows, lighting outfits for farm buildings, harvesting machinery, and stock feed. Manufacturers may send salesmen direct to the farmer, or dealers may be appointed who may or may not employ canvassers to call upon prospects.

5. Articles sold by canvassers from house to house without the intervention of any dealers. Familiar examples are Fuller brushes and Real Silk hosiery. Branch offices, which in a measure may serve as retail stores, are established in various sections of the country and salesmen are employed to work from these branches as headquarters.

6. Articles sold by mail direct from the manufacturer to the ultimate consumer without salesmen, wholesalers, or retailers. This is called the "mail-order" system.

7. Machinery, supplies, equipment, and raw materials sold to manufacturers to be used in manufacturing finished products or in the processes incident thereto. There is no one method of distribution that will cover all such products; in fact, the purchasing agents of factories are approached and buy through many channels. Producers of machinery and factory equipment and supplies may market their products through branch offices from which their own salesmen work or through dealers who employ salesmen to call upon prospects. Some manufacturers of heavy machinery and equipment, especially where the order runs into large sums of money, send salesmen direct from their plants to prospective purchasers. In considering the marketing of raw materials used in the manufacture of finished products or in the processes incident to the converting of raw materials into finished products, we learn that such raw materials include an astonishingly large number of things¹ and some of them may be the same products that are used in a smaller way by people in their homes. Where the factory consumption of such articles as brooms, soap, chemicals, rope, thread, is large enough, such factories may be visited by either manufacturers' or dealers' salesmen, or the purchasing agents may buy from wholesalers or, where quantities are small, from retailers.

It must not be supposed that these classes are sharply defined. The selling plans of some articles may fall into more than one class. There may come in between the manufacturer and the wholesaler a commission man. In some cases between the wholesaler and the retailer comes a retailer buying in large lots and selling to other retailers so that all may get a better price. Some manufacturers are their own wholesalers and retailers, while others perform these functions in part and market the rest of their goods in the regular way.

¹ A manufacturer of a certain machine used in an office buys over 10,000 different products.

ADVERTISING AND THE SELLING PLANS

Let us examine briefly the selling plans of these groups from the angle of the advertising man. Our problem is to assist in the sale of goods, or, to put it another way, so to direct the force of publicity that it will help pull the selling load all the way from the manufacturer to the user.

It is evident that for products in the first group every known advertising medium can be used, because every person is a possible buyer or user. To use every known medium for advertising any individual product, however, would require more money than most manufacturers have available or care to use for advertising purposes. The problem becomes, then, one of selection. The question is not what mediums can we use, but what mediums will be the most effective in influencing the largest number of people?

The second group presents another difficulty. The problem of advertising an electric refrigerator or a washing machine is more complicated than that of advertising soap, because the number of possible users is limited. As in the first group, all mediums could be used, but some would be more effective than others. The question arises, can we afford to advertise in mediums with a general circulation to reach a comparatively small part of the population? If we decide that we can, then we must decide whether to use magazines, newspapers, direct mail, poster boards, or what.

Under the third group our distribution is still further limited and our problem becomes more complicated. How shall we advertise to influence just the businessmen? In the case of some of these articles, such as typewriters, we must also take into consideration how to influence the operator of the machine, who, although she does not do the actual buying, is often consulted about the purchase. Almost every medium has been used for this class of products.

With respect to typewriters a distinction must be made between office machines sold almost entirely to businessmen or to schools for instruction purposes, and portable

typewriters sold principally for use in the home. Inasmuch as the prospects for business typewriters are found in offices, salesmen canvass thoroughly the business districts. Prospects for portables, however, may be found in almost any home. As a rule the salesmen in the branch offices of typewriter companies and in the employ of dealers do little canvassing for portable prospects. The advertiser's problem, therefore, is to influence people to want portables and to visit dealers' stores to look at them. It will be seen that office typewriters for the most part come under group three, while portables should be included in group two.

The advertiser of things sold to farmers, the fourth group, may use farm papers, country weeklies, signs, direct mail, and some other mediums. If the article is also sold in cities he may get some good out of the country circulation of the city daily. He would probably use trade papers read by rural dealers.

The manufacturer of the fifth group of articles also has a complicated problem. The Fuller Brush Company has used general magazines to sell the housewife the idea of admitting the canvasser and at the same time to advertise the merits of the brushes. It is evident, however, that general magazines could not be used profitably with this method of selling unless a considerable proportion of the country were being canvassed at the same time.

The mail-order concern, which comes under the sixth group, has only to consider the effect upon the user, there being no middlemen. These concerns use any mediums from which it is possible to get a direct response, the reader either sending in the order at once or writing for a catalogue. Many manufacturers who sell in the regular way have mail-order departments.

In the seventh group, which includes products sold to factories, our field is still further limited. Here advertisers may use certain business and trade publications and direct mail, and possibly gift specialties and motion pictures. We find some producers of materials used in the

manufacture of finished products, like Armco iron, using general magazines upon the theory that they can influence the buyers of products made from similar raw materials to demand a specific brand of raw material in the finished product. In the case of products used both in factories and in homes the advertising may be carried on to reach the factories in addition to campaigns whose object may be to reach the home consumer.

No matter what route a commodity may take on the way from the original producer to the ultimate consumer, there is hardly a step on the entire journey that cannot be made easier and quicker by the use of some kind of advertising. The problem is to apply the force where, when, how, and in what quantity it will do the most good.

We shall consider at greater length the relation of the advertising to the selling plans in the chapters on Mediums.

SELF-TEST QUESTIONS

1. What factors determine the character of an advertising campaign?
2. Why do not articles of a similar nature always have similar selling plans?
3. What is the selling plan usually followed in marketing things that everybody uses?
4. What plan is followed in marketing the higher priced manufactured products, such as radios and electrical appliances?
5. What plan is used in selling articles for business purposes? Are all articles used in business offices sold in this way? Explain your answer.
6. What plan is most suitable for selling farm machinery and equipment?
7. Under what plan does the house-to-house man work?
8. What is the mail-order plan?
9. What plans are used in selling raw materials? Machinery used in factories?
10. What is a commission man?

11. Explain the limitations that confront the advertiser under each of the selling plans mentioned.

12. What, in general, is the effect of advertising on selling under any of these plans?

PROJECTS

1. Classify the commodities advertised in a current issue of *The Saturday Evening Post* according to the seven groups discussed in this chapter.

2. Proceed as in Project 1, using a women's magazine such as the *Ladies' Home Journal* or *Good Housekeeping*.

3. Proceed as in Project 1, using the current issue of *McCall's Magazine*.

4. Proceed as in Project 1, using one of the modern pictorial magazines such as *Life* or *Look*.

5. Proceed as in Project 1, using a newspaper.

6. Find an advertisement of the mail-order variety and an advertisement of some low priced "convenience article" like Coca-Cola or cigarettes. Write a detailed comparison of them, considering such things as purpose, size of space, pictorial treatment, amount of copy, nature of appeal, style of language, amount of detail, and general effectiveness as an advertisement in its particular field. Submit the advertisements, neatly mounted, with your analysis.

CHAPTER VI

A COMPARISON OF ADVERTISING AND PERSONAL SELLING

Steps accomplished by both processes. Attention. Interest. Desire. Decision. Action. Advertising a generation ago. Attention must be favorable. Friendliness in business. Succeeding mental stages. May be a slow process.

THE oft-quoted definition of advertising as "salesmanship in print" may not be the best definition, but it emphasizes the fact that there is considerable similarity between personal selling and selling through advertising. Both must secure from the prospect the following: attention, interest, desire, decision, and action.

It is not easy to discover why one man is a good salesman, while another, whose characteristics resemble his, is not. Executives who have had years of experience hiring and training salesmen admit that some of those who seem to have every characteristic that a good salesman is supposed to have fail; while others whom they have doubtingly employed have become star performers.

In this respect the experiences of advertising men are similar to those of sales executives. Many advertisements that were expected to "go over big" have been "flops," while advertisements that violated many accepted rules of good advertising craftsmanship pulled better than some of the orthodox specimens. These experiences, however, do not justify the sales executive in adding unpromising men to his sales staff; he still brings to bear all his accumulated knowledge and experience in personnel selection. Likewise the creator of advertisements in the long run will succeed better by adhering to known principles than by attempting to do the sensational and bizarre.

ADVERTISING A GENERATION AGO

A study of the advertising of a generation ago will impress the student with its flamboyance, inartistic design, and poor copy. The salesman of that time also differed from the salesman of today. The "old-timer" was likely to depend upon his ability to entertain buyers with stories, dinners, and theaters rather than upon a thorough knowledge of his merchandise and the service it might render the buyer. Gradually a new type of salesman has developed—well dressed, usually well educated, and thoroughly informed about his house and what he is selling. He has realized that he must have a good understanding of business principles as well as of his own specialty. He knows human nature and approaches buyers with a helpful attitude of mind. If he succeeds in gaining a customer, he takes pains to see that the customer is satisfied so that he will continue to be a customer.

The first step in personal selling is to secure attention. This the salesman usually does by sending in his card or making a telephone appointment. In the first few minutes the prospect consciously or unconsciously "sizes up" the salesman. The prospect is impressed favorably if the salesman looks neat and clean and is dressed in good taste according to standards recognized in the business world. In this first step of securing attention, qualities which may be said to characterize a gentleman count strongly.

ATTENTION MUST BE FAVORABLE

In the salesman's interview with the prospect it is necessary that the attention secured be *favorable attention*. He might secure attention by slapping his prospect on the back or by some other ungentlemanly action, but such methods would react against him. Successful salesmen are careful about how they enter the office. They do not sit down until asked to do so. They do not offer to shake hands unless the prospect extends his hand. They do



CARRIER CELEBRATES ITS SILVER ANNIVERSARY

Many still regard Air Conditioning as but a lusty infant. And yet—

★ The first air conditioning installation was made but a few years after the turn of the century, by Willis H. Carrier.

★ As long ago as 1911, Mr. Carrier presented his famous Rational Psychrometric Formulae, the basis of modern air conditioning.

★ In 1915 the present Carrier organization was founded, to put into wide practice the principles of this modern science.

Treading the frontiers of science and industry, these Carrier pioneers have seen the world changed through their efforts and discoveries. Carrier control of indoor atmosphere has helped to create new products and improve old

ones . . . to speed travel in constant comfort . . . to bring better living and greater comfort to millions in stores, factories, homes and offices.

1940 is the silver anniversary of air conditioning's coming of age . . . the 25th year of the Carrier organization. Thanks to the knowledge gained in a quarter century of development and experience in 99 countries of the world,

there is but one rule for you to follow for comfort and better products with assurance of low cost and dependability: call air conditioning by its *first name* . . . call *Carrier*. Representatives are listed in the classified section of your telephone book.



Watch the Carrier Legion of Tomorrow as the New York World's Fair.

CARRIER CORPORATION
SYRACUSE, NEW YORK

DESK TT

"Weather Makers to the World"
(In Canada, 30 Bloor St. West, Toronto, Ontario)

Please send me complete information on Carrier Air Conditioning.

NAME _____
COMPANY _____
ADDRESS _____



FIG. 8.—An advertisement strong in attention value and distinctiveness.
See page 81.

not face the prospect with cigars or cigarettes in their mouths. They see to it that their physical appearance is as attractive as possible. They are careful about shaving and bathing, and do not wear such clothes or affect such manners as will give an impression that they are not well bred or that they have not sincerity, dignity, and common sense.

An advertisement must also attract favorable attention by its physical appearance and by the first impression it makes on the reader's mind. It must force itself upon the notice of the prospect when he is reading in his home, on a streetcar or railroad train, and through the mail that comes to his desk, or through posters and signs that he sees while riding or walking. The illustration on page 80 shows an advertisement which is strong in both attention value and distinctiveness.

Most of the general magazines of today are of the form adopted by *The Saturday Evening Post*. In magazines of this form the stories and articles are continued from the pages on which they begin to pages further along in the magazine, on which and opposite which there are also advertisements, so that advertising matter and reading matter appear side by side. The purpose of such an arrangement is, of course, to increase the probability of the advertisement's being read, and every magazine reader has doubtless learned from his own experience that it accomplishes this result very effectively. One is reading a story and has turned to the page on which it is continued, but although he may have reached a point of intense interest in the narrative, he finds himself pausing to read an advertisement on the opposite page.

Why does one leave an absorbing story to read an advertisement in which he may have but casual interest? Simply because *something* about the advertisement—the illustration, perhaps, or the headline, or a novel arrangement of material—has gripped his attention and compelled him to turn it to the advertisement. The advertisement, therefore, had for

the moment greater attention value than the story, and as far as that particular step in the selling process is concerned, it was unquestionably a successful advertisement.

An important problem of the advertiser, then, is to secure favorable attention. While this must be kept in mind during the early steps of preparation, the display or physical appearance of the advertisement by which the attention is secured is usually decided later. Physical appearance depends upon the size, shape, general layout, arrangement of parts in their relation to each other and to the whole, type, border, color, and illustration.¹

FRIENDLINESS IN BUSINESS

There is an intangible element in personal selling that is important—personality. Here again is a term that is hard to define but we know that it is made up in part of such qualities as honesty, sincerity, industry, fairness, and a desire to be helpful; as well as by the absence of egotism, overaggressiveness, greed, and envy. Some salesmen inspire friendliness immediately because they possess that quality themselves. Other things—quality, price, and service—being equal, the friendly salesman is likely to get the business, disproving in part the old adage that “there is no friendship in business.”

We may say that advertisements, like salesmen, may have a pleasing personality which helps lead the reader to the next step—interest.

The salesman must interest his prospect as soon as possible or he cannot hope for success. He does this by giving information about his article in an interesting way. He relates it to some need of the prospect. He may “demonstrate” the product if it is a mechanical device or something the uses of which he can show. If he can get the prospect to use it or handle it then and there, so much the better.

¹ These points will be further discussed under Display, in Part III.

SUMMER MEALS by three wise women...

"This makes summer entertaining easy"

Campbell's Consommé (Jellied)
Flavor of Sliced Cold Meats
Spiced Creppettes
Macaroni and Cheese*
Bran Muffins
Fresh Cherry Cobbler
Iced Tea or Milk

Don't let the thought of cooking for company get you down these hot days. Guests will welcome simple meals! Here's a tip: Begin with bright cool cups of Campbell's Consommé (jells in refrigerator in four hours). Its good beef broth, flavored with vegetables, is a delightful spur to tired appetites. Other easy-to-fix dishes can follow, and you'll find entertaining as much fun as ever!

Campbell's CONSOMMÉ

*Now available in tins—French-American Macaroni and Cheese

"My family want simple meals on hot days"

Campbell's Tomato Soup with
Toasted Crackers
Cream Cheese and Chopped
Nut Sandwiches
Currant Jelly
Milk

A "break" for Mother! For summer days beckon her from the kitchen—and those same summer days call a halt on heavy appetites. So, wisely, she plans simple, refreshing meals—frequently with Campbell's Tomato Soup, sparkling and tempting and delicious, as the very important one-hot-dish. Result: A pleased family, a well-nourished family—and carefree hours for Mother!

Campbell's TOMATO SOUP

"Here's how to get a half-holiday"

Campbell's Chicken Noodle Soup
New Potato Salad with
Stuffed Eggs in Tomato Jelly
Hot Bread Sandwiches
Fresh Peach Ice Cream
Iced Tea or Milk

Just about everyone likes Campbell's Chicken Noodle Soup, with its rich chicken broth, its good egg noodles, its tender morsels of chicken. And just about everyone wants simple meals now. So smart women put two and two together! With this nourishing soup as the one-hot-dish, they build tempting meals of cool, quickly prepared food around it. Well, then, why don't you do this, too?—and make the most of your summertime!

Campbell's CHICKEN NOODLE

LOOK FOR THE RED-AND-WHITE LABEL

FIG. 9.—This advertisement of Campbell's soup contains information of interest to housewives. See page 84.

In advertising, interest must follow attention immediately or the reader turns to something else. In some cases attention and interest are practically simultaneous. It may be a headline or an illustration that first attracts attention and arouses interest. The advertisement must then do what the salesman does, continue to interest.

What does interest people? In our analyses of the article and the wants and desires of people we have the answer to the question. People are interested first of all in what use the article will be to them. People want information. They tend to like what they know about and to dislike what they do not know about. Motor-oil companies advertise by publishing charts showing what grade of oil gives best results in all makes of cars, winter and summer. The Campbell's advertisement on page 83 contains much information which would interest any housewife who has meals to plan and prepare. Advertisements such as this, containing recipes which can be prepared with the aid of the advertised food product, are numerous in the women's magazines. Manufacturers of various articles give information about how to use them and offer prizes to the public for suggestions about uses that they themselves have never thought of. Makers of typewriters, bookkeeping machines, and other office appliances advertise to show users how such things can be of service in their business.

All of the questions asked about the article in Chap. IV may be treated in an interesting way and the copy made to appeal to the instincts, the reason, or both. The writing of advertisements to hold the interest is further discussed in Chap. X on Copy.

SUCCEEDING MENTAL STAGES

The salesman's aim in arousing the prospect's interest is to lead him to the next stage—desire. He does not know when the desire appears. It may have been present as soon as the prospect saw the article. Attention, interest, and desire may have been secured almost at the same time,

or it may take longer to arouse a desire. People desire what they believe will be of benefit to them in any way. They desire things that will satisfy hunger, things that will gratify their wish to dress well, things that will be of financial benefit. In brief, they desire things that appeal to the fundamental instincts, tastes, and habits of the human being. The advertisement, like the salesman, leads the prospect from interest to desire, and if the desire is strong enough the prospect arrives at the next stage—decision.

This is a critical stage. The prospect decides to buy or not to buy. The salesman must help him to make up his mind and convince him that he should spend the money necessary to acquire the article. He may appeal to the reason. He may answer the questions asked by the prospect. He may implant some subtle suggestion in the prospect's mind. The advertisement may do the same thing, convincing the reader that he should buy and arousing him to the next stage, that of action.

To the salesman action means signing the order or getting the name on the dotted line. There are salesmen who can accomplish every step but the last one. They are poor "closers." Others may be good closers but poor demonstrators and persuaders. In some organizations a junior salesman is employed to locate the prospect and do all the work up to closing the order, then the more experienced man steps in and gets the name on the dotted line.

Advertising, like personal salesmanship, has for its purpose the action which completes the sale. Thus we see that advertising and the salesman perform similar functions, beginning by getting attention, and ending by bringing about the action of making a purchase.

MAY BE A SLOW PROCESS

It is not to be supposed, however, that either the salesman or the advertisement expects to lead the prospect through all these stages at one interview. Many a salesman has called on a house for years before getting an order.

His preliminary efforts were "missionary work." He kept his product and his house before the prospect's mind, however, and when the time came he reaped the reward.

But few advertisements are intended to complete a sale at once. Most of them are for the purpose of keeping the product fresh in the mind of the ultimate consumer. They may call for some action in the way of asking the reader to write for a booklet or go into a dealer's store or send for a sample, or they may be found to be general publicity or reminder advertisements. Some advertisements do little more than attract attention. Others lead the reader through interest, while others go the entire distance and result either in an order or an inquiry which may be turned into an order by the use of follow-up material or personal calls.

Having considered what advertising is and does, we are now ready for Part II, which will discuss how to write the copy that shall serve the advertiser's purpose.

SELF-TEST QUESTIONS

1. Compare the salesman of today with the salesman of a generation ago.
2. What is the first step in making a sale?
3. How does a good salesman secure favorable attention?
4. How does a good advertisement secure favorable attention?
5. What factors contribute to the attention value of an advertisement?
6. How does a salesman secure the interest of his prospect?
7. What can the advertiser do to hold the interest of the reader?
8. How may desire be aroused?
9. How does the salesman or the advertisement help the prospect to make a decision?
10. What is the final step in making a sale? Does it apply to advertising as well as to personal selling? How?
11. Does every advertisement attempt to complete the whole process immediately? Explain.

PROJECTS

1. Study the following advertisements in the current issue of *The Saturday Evening Post*. Explain how the advertiser attracts attention. Give each advertisement a percentage rating, and write a brief explanation of why you rate it as you do.

Inside front cover (known as the "second cover")

Pages 1, 3, and 4

Page opposite "Post Scripts"

Center spread

Any single-column quarter page

Any single column inch

Inside back cover ("third cover")

Outside back cover ("fourth cover")

2. Which advertisement, any size, of the entire magazine do you consider most distinctive from the standpoint of attention? Why? Which full-page advertisement do you consider weakest in attention value? Why? Suggest one or two specific changes that could have been made to give it greater attention value.

3. In the same magazine, find 10 advertisements in which a definite attempt is made to get the reader to take some kind of action. Show what action is desired, and comment on the probable effectiveness of the advertisement in getting the desired action. Suggest any improvements that occur to you. If the requested action is not an actual order, explain the procedure of completing the sale from this point.

PART II
HOW TO WRITE ADVERTISING

CHAPTER VII

PRESENT-ACTION ADVERTISING

Advertising is directed toward the sale of merchandise or services. Functions of present-action copy. To secure an order or inquiry. To establish consumer demand. Coupon returns. The use of contests. Retail advertising. The classified advertisement.

BUSINESS concerns make expenditures for advertising for the purpose of selling, either immediately or at some future time, merchandise or services. Where advertising is used for some such purpose as inducing the reader to contribute to the Community Chest or to the Red Cross, no merchandise is involved. As the amount of this type of advertising is comparatively small, we shall consider for the most part advertising whose purpose is to sell commodities or services.

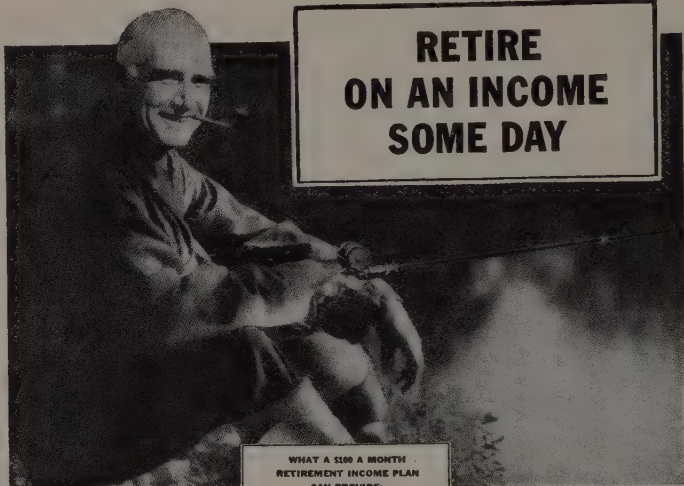
TO SECURE AN ORDER OR INQUIRY

The immediate purpose of any particular advertisement or campaign may be one of two things:

1. To cause the reader to take some form of action leading to an immediate sale or inquiry.
2. To establish an attitude of mind which will result in an ultimate sale at some time more or less distant when a need for the article arises or when the salesman calls to solicit an order.

The copy used to produce the first of these effects we may term, for convenience, "present-action" copy, and the latter, "future-action" copy. The illustration shown on page 92 is a good example of an advertisement the purpose of which is to get immediate action.

Present-action copy is usually intended to perform all the functions of the complete sales process as this appears.



RETIRE ON AN INCOME SOME DAY

THIS PAGE is addressed to thousands of earnest, hard-working men and women who want to take things easier some day. It tells how, by following a simple, definite plan, they can provide for themselves in later years a *guaranteed income* they cannot outlive.

How the Plan Works

It doesn't matter whether your present income is large or merely average. It doesn't matter whether you are making fifty dollars a week or five hundred. If you follow this plan you will some day have an income upon which to retire.

The plan calls for the investment of only a small portion of your present income each month—the exact amount depends on your age.

The Phoenix Mutual Company, which

WHAT A \$100 A MONTH RETIREMENT INCOME PLAN CAN PROVIDE:

It guarantees when you are 65

A Retirement Income for yourself of \$100 a month for life. Or, if you prefer, you may have \$15,000 in cash or a special income for yourself and your wife.

It guarantees upon death from any natural cause before age 65

A Cash Payment of \$12,500 to your wife. Or a Monthly Income for life.

It guarantees upon death from accidental means before age 60

A Cash Payment of \$25,000 to your wife. Or double the Monthly Income for life.

It guarantees to you in event of total disability before age 60

That you will NOT have to pay any premiums falling due while you are disabled, if total disability lasts six months or more.

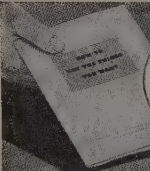
offers you this opportunity, is an old established company. For over three-quarters of a century it has been helping thousands of men and women to end money worries.


Get this free book

But you're not interested in us. You are interested in what we can do for you. An illustrated 24-page booklet tells you exactly that. It tells how you can become financially independent—how you can retire on an income.

This financial plan is simple, reasonable, and logical. The minute you read about it you will realize why it accomplishes such desirable results—not for failures, not for people who can't make ends meet, but for hard-working, forward-looking people who know what they want and are ready to make definite plans to get it.

Get your copy of the book now. Write your date of birth in the coupon below and mail it today. No cost or obligation. The coupon is for your convenience.





ESTABLISHED 1821

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

Phoenix Mutual Life Insurance Company
Elm Street, Hartford, Conn.

Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT INCOME PLAN.

Name

Date of Birth

Business Address

Home Address

EB (Revised April, 1939)

©1939 P.M.L.I.C.

FIG. 10.—The principal object of this present-action copy is to persuade the reader to send in the coupon. There is also some general publicity value in the display of the company's name so that in this respect the advertisement has future-action characteristics. See page 91.

in personal salesmanship or in the sales letter. That is, it must get the reader's attention, arouse his interest, develop that interest into desire, lead him to decide that the advertised article will satisfy his desire and that he will spend the money to get it, and furnish him the stimulus and the means for action. If the advertisement breaks down in any of these five functions, so that at the end the desired action does not take place, it is a failure so far as that particular effect is concerned, although it may still have general publicity value. No advertisement, of course, could be expected to secure favorable responses from 100 per cent of the persons who read it; the percentage of returns that must be secured to fully justify the expenditure of the money the advertisement costs depends on various factors involved in the advertising campaign.

The means whereby attention, interest, desire, and decision are obtained have to do with style and display, discussed in later chapters. At present we need to examine only the final function of present-action copy, the feature in which it differs from other forms of advertising; namely, the method by which it produces action.

It is a tendency of human nature to respond to a direct command. We do many things with no conscious reason for doing them other than that someone has told us to do them. After discussion of a product, the salesman may slip a pen into his prospect's hand with a quiet but insistent "Sign here," and the prospect signs. Of course there is no compulsion and the prospect's reason may prevent his signing. Likewise, no reader of advertisements is compelled to buy or to send in an inquiry. Moreover, he has ample time to think things over. Still, there is a tendency to obey a direct command or suggestion, whether made by a salesman or by a printed advertisement.

The advertiser takes advantage of this tendency by ending his copy with such words as "Send 10 cents for trial package," "Send 50 cents for a full-size tube," "Mail the coupon today." These commands provide the stimulus

WANT A SAMPLE?

E. I. du Pont de Nemours & Co. (Inc.), Dept. 5-A
Chemical Specialties Division, Wilmington, Del.

Please send me a sample of the improved No. 7
Polish—enough for hood and fenders. I enclose
6¢ to help cover mailing costs.

Name _____
Address _____
City & State _____ (Offer good in U. S. only.)

10 shades free!

(You can paste this on a penny postcard)

LADY ESTHER,
7136 West 65th Street, Chicago, Ill. (58)

Please send me FREE AND POSTPAID your
10 new shades of face powder, also a tube of
your Four Purpose Face Cream.

NAME _____
ADDRESS _____
CITY _____ STATE _____

You live in Canada, write Lady Esther, Toronto, Ont.

BURROUGHS ADDING MACHINE COMPANY
6119 Second Blvd., Detroit, Michigan

☐ I should like complete information immediately apply-
ing to _____ Title _____

☐ Please place the following name on your list to receive
information about new Burroughs developments.

Name _____
Company _____
Address _____

Allegheny Ludlum Steel Corporation
Oliver Building, Pittsburgh, Pa. A-107

I enclose 10c in coin or stamps for the Modern
Measuring Spoon of Genuine Allegheny Metal.

Name _____
Street _____
City _____ State _____

Free Newspaper Institute of America, One Park Ave., New York

Send me, without cost or obligation, your *Writing Aptitude Test* and
further information about writing for profit, as promised in Redbook, August.

Mr. _____
Mrs. _____
Miss _____

Address _____

(All correspondence confidential. No salesman will call on you.) 11M360

FREE REDUCING BOOKLET

Complete plan for losing 7 to
8 pounds a month. Offer good
only in U. S. and Canada. Fill
in coupon.

Ry-Krisp, 703 D Checkerboard Sq., St. Louis

Please send free reducing booklet ☐ for women ☐ for men

Name _____
Address _____
City _____ State _____

Passenger Dept. 5-2
D & C NAVIGATION COMPANY
Detroit, Mich.

Please send me your 1940 literature.

Name _____
Street _____
City _____

New Booklet about Baby Feeding—FREE

Libby, McNeill & Libby, Dept. R-50, Chicago

Please send me, without charge, beautiful new booklet,
"Your Baby's First Vegetables and Fruits."

Name _____
Address _____
City _____ State _____

Grocer's Name _____




FIG. 11.—Specimens of action-compelling coupons. See page 95.

to action. But it is not enough to furnish merely the stimulus. The effect of this may be offset by the conditions surrounding the reader at the moment. It requires time and effort to write a letter; stationery is not at hand and, by the time all conditions for writing are favorable, the stimulus may have lost its power or been entirely forgotten. To make immediate action easy, therefore, the means as well as the impulse to action must be provided. In this type of advertising, the means will be found in the form of a coupon or other easy method of replying, which is usually placed at the bottom of the advertisement or across a corner of a page, so that it can be easily filled out and torn off. On page 94 are specimens of action-compelling coupons.

COUPON RETURNS

The fact that an advertisement contains a coupon or a request that the reader write for a folder does not necessarily classify it as present-action. What really determines this classification is the motive behind the advertisement. Frequently coupons are used in advertisements which are plainly future-action, as, for instance, in the advertisement of Sunkist on page 173.

Most advertisers keep close count of coupon returns and, where possible, a record of sales which have resulted from them. Returns are figured out on a cost basis, *i.e.*, if an advertisement in a magazine cost \$5,000 for a page and 5,000 coupons were received, the coupon cost would be \$1 each. In a survey of 14,000,000 replies based on an expenditure of \$18,000,000, William T. Laing¹ found that coupon costs varied from \$0.019 to \$1,200 each. Lambert Pharmaceutical Company spent \$2,072.81 in magazines. They offered free an attractive picture "suitable for framing." From this advertising they received 111,210 requests at a cost of \$0.019 each.

¹ *Printers' Ink*, July 28, 1939.

Procter & Gamble Company in advertising Crisco offered \$1 cookbooks for 25 cents. The first advertising program called for an expenditure of \$63,400. It brought in 109,951 requests costing 58 cents each. The second schedule of advertising cost \$160,830 and only 2,381 replies were received at a cost of \$67.54 each.

It may be that the advertisement does not attempt immediately to make a sale, but merely to develop "leads" or inquiries from interested persons, which are to be followed up by sales literature in the form of booklets, letters, or samples and often by personal calls from salesmen. In this case the chief emphasis of the copy is on building up the interest of the prospect and stimulating in him a desire to know more about the matter under consideration. The coupon furnishes the means of satisfying that desire, and the completion of the sale is left to the more detailed literature which is sent to those who have been influenced by the advertisement, or to the skill of the salesmen to whom the name signed on the coupon is given.

When the present-action copy is convincing enough to cause a person to go into a store where the article is sold and ask for it by name, consumer demand has been established. We often hear advertising spoken of as creating a demand, but strictly speaking, no advertising creates a demand; it merely awakens a demand which already existed and quickens it into life so that the public realizes the need and seeks to satisfy it by demanding the article. The need of more comfortable means of transportation existed long before the invention of the motor car; the need for appliances that would relieve the housewife of the drudgery of cleaning and washing was present long before the first washing machine or vacuum cleaner appeared in a store window. Advertising for these products may be directed toward getting people to go to the dealers and ask by name for the articles advertised. Consumer demand is thus created for many articles in common use, like soaps and breakfast foods.

The general character of the copy directed toward establishing consumer demand depends largely upon the amount of competition. In case of a new article, or where there is little or no competition, copy may be used to establish in the reader's mind a vivid realization of his need and to convince him that the advertised article will satisfy it. Where competition is keen, more space must be given to the particular points of superiority in the advertised article over similar articles.

THE USE OF CONTESTS

A common form of present-action advertising is that in which contests are featured. Manufacturers are constantly experimenting to find new uses for their products as well as to improve them. Contests in great numbers appear in national and local advertising. Advertisers may have different objectives in conducting contests but whether a manufacturer wants to get new recipes or a retailer wants to get more people to enter his store the ultimate purpose of both is to attain greater sales.

Among the objectives found in contest advertising are: to find new uses for the product, to send out samples, to get new recipes, to get new ideas for advertising, to get a new name or slogan, to induce people to go to a retailer's store for application blanks and information, to enlist the cooperation of the dealer, to get ideas as to how the product may be improved, to distribute advertising novelties and literature, to obtain a new mailing list. Contests may be advertised in publications or by radio and in some cases both at the same time.

Few people realize the number of people who take part in contests. Andrew M. Howe in *Printers' Ink Monthly* for July, 1940, quotes an estimate of Gilson V. Willets, director of International Contest Headquarters, San Francisco, to the effect that in 1939, 5,500,000 people were actively interested in contests in the United States and that the value of all the prizes given out was \$9,250,000.

\$5,000.00 FIRST PRIZE

FOR 10 BEST WORDS

DESCRIBING LIBBY'S CORNED BEEF HASH

2ND Prize \$500.00
3RD Prize \$100.00
100 Prizes \$10.00 EACH

YOUR ENTRY BLANK, CLIP IT NOW!



It's a game! Entering this contest is easy as pie. The object is simply to pick the ten words that best describe Libby's Corned Beef Hash.

Read the easy rules below for full details, but here are some helpful hints: On the entry blank there are ten spaces, one for each of your ten words. At the left of each row is a yellow letter. Use that letter somewhere . . . anywhere . . . in the word you write in that particular row.

For instance, the first row has the key letter "L." So you must use "L." somewhere in your first word. You might put down *flavor*, or *economical*. Next comes "I." So maybe you'd write in *nutritious* or *appetizing*.

Easier than working a crossword puzzle, isn't it? And *this* game may win you *five thousand dollars* . . . or one of 100 other fine cash awards.

So get going now. Read the simple rules: mail your first entry *right away*!

INCLUDE AN	IN THIS WORD
INCLUDE AN	IN THIS WORD
INCLUDE AN	IN THIS WORD
INCLUDE AN	IN THIS WORD
INCLUDE AN	IN THIS WORD
INCLUDE AN	IN THIS WORD
INCLUDE AN	IN THIS WORD
INCLUDE AN	IN THIS WORD
INCLUDE AN	IN THIS WORD
INCLUDE AN	IN THIS WORD

NAME.....
 ADDRESS.....
 GROCER'S NAME.....
 GROCER'S ADDRESS.....

Mail to Libby's Contest Judge, Dept. LB-14,
 Howard-Clark Building, Chicago, Ill.

THIS CONTEST IS EASY, AND IT'S FUN!

PLAY A GAME that's lots of fun . . . find out more about one of the temptingly, thriftest main dishes that ever came into your kitchen . . . and maybe win a *great big fat cash prize!* That's what's before you when you enter Libby's "Best Words" Contest on Corned Beef Hash.

SIMPLE RULES . . . READ CAREFULLY

1. HOW TO PLAY THE GAME: Look at the entry blank. Notice the yellow letters down the left-hand side: L-I-B-B-Y-S-H-A-S-H. To the right of each letter is a space for a word.

The object of the game is to write on each of the ten horizontal rows a single word descriptive of Libby's Corned Beef Hash. Each word must have *somewhere* in it the letter that appears at the left of that particular row. (Elsewhere on this page you'll find examples of words and hints for winning ideas.)

2. Cash prizes will be awarded as follows: First Prize, \$5,000.00; Second Prize, \$500.00; Third Prize \$100.00; and 100 Prizes of \$10.00 each. In the event of ties duplicate awards will be made.

3. Send as many entries as you like. With each entry, send 1 label from Libby's Corned Beef Hash and 1 label from any other Libby's canned meat- or facsimiles thereof. Mail your entries to Libby's Contest Judge, Dept. LB-14, Howard-Clark Building, Chicago, Ill.

4. Your entry must be original with you, in your own proper name, and over your own signature with complete address, and the name and address of the dealer from whom you bought the Libby Foods. He can help you win.

5. Entries will be judged not on elaborate

LOOK HERE FOR SOME GOOD WORDS

now but on the basis of the uniqueness and effectiveness of the words submitted. Words must be submitted on an Official Entry Blank.

6. Contest closes midnight, July 31, 1940. No entries postmarked after this date will be eligible for an award.

7. This contest is limited to residents of the United States. Employees of Libby, McNeill & Libby, members of their families, and the advertising agents cannot compete.

8. The decisions of the judge will be final. No entries will be returned or acknowledged. All entries will become the property of Libby, McNeill & Libby.

9. Winners will be notified as soon as possible after the close of the contest.

A SPEEDY MEAL!
 Libby's delicious Corned Beef Hash is mighty quick 'n easy to fix. Ready in 5 minutes—and so tempting, so satisfying.



NUTRITIOUS!
 Meat and potatoes in one dish, Libby's Hash is highly nutritious. It's wholesome, hearty, delicious. Easy on the budget, too.

DELICIOUS!
 Plenty of fine flavored beef. "Home kitchen" cooking. Libby's is the hash folks banker for. Most especially here in busy homes.

ECONOMICAL!
 Families cheer Libby's Corned Beef Hash, and it costs you only about 3¢ a serving!

32 MEATS

Corned Beef Hash, Vienna Sausage, Roasted Beef, Veal Loaf, Lunch Tongue, Deviled Ham, Cuckoo Spiced Ham, Liver, Tongue, Cuckoo Park Sausage, Cuckoo Frankfurter Sausage, Deviled Meat, Biscuits, Cakes, Frankfurter Sausage, Beef Steaks, Jambon with Onions, Beef Extract, Roast Chicken, Spaghetti and Meat with Sauce, Chili Con Carne, Tuna, Hamsteak Spread, Meat Sausage, Lamb Steaks, Hamburger Steak with Onions, Roast Beef, Roast Pork, Pot Roast, Liver Spread, Cannedovies, Tripe, Cottage Beef.

FIG. 12.—An advertisement to induce readers to enter a contest. This is present-action copy. See page 99.

As a result of contests, a large volume of sales to contestants is almost certain to result, and a certain percentage of the new customers who may have bought merely to enter the contest, like the product well enough to become permanent users. A contest advertisement is shown on page 98.

The advertising of retail stores is for the most part present-action advertising. Department stores and the larger retail stores do run, however, some institutional copy which is intended to build good will toward the store generally. Here the purpose is not necessarily direct action and the copy may come under the head of future-action copy.

THE CLASSIFIED ADVERTISEMENT

There is one other form of advertising which may properly be considered as present-action copy, although it does not perform all the functions of the sales process. This is the classified advertisement—a familiar feature of most daily newspapers and of many weekly or monthly magazines. The classified advertisement makes little attempt to catch the attention of the reader, because in most instances attention is deliberately directed to these columns of the paper and all the advertisements in a certain group are read until one is found which seems to fit the reader's needs. Some effort may be made through the use of heavy type, white space, or a catchy headline to draw the attention from other advertisements in the group, but even in such cases the task of getting attention is of minor importance in the classified advertisement.

It may further be assumed that interest is already present. Otherwise the reader would not take the trouble to scan the classified columns. The space should be used in convincing the reader that your house or school or job will meet his needs. In writing this kind of advertisement it is well to keep in mind the principle so aptly expressed by the *Chicago Tribune*: "The more you tell, the quicker you sell." Enough information should be given to enable a person who is looking for the sort of thing you are advertising to get a

definite mental picture of what you have to offer. At the end of the advertisement the proper form of action should be indicated.

The success of present-action advertising depends upon the number of people who are induced to take some action. Although the reader who returns a coupon or writes a letter of inquiry has not necessarily been sold the article advertised, he has been sold the idea of asking for a booklet, a sample, or further information. He has been sold in so far as he is willing to be treated as a prospect.

SELF-TEST QUESTIONS

1. What is the ultimate purpose of all advertising?
2. What may be the immediate purpose of any particular advertisement?
3. What is present-action advertising? What is future-action advertising?
4. Which of the selling functions must present-action advertising perform?
5. Is a present-action advertisement a failure if it does not perform all of these functions?
6. Why do advertisers make such frequent use of the direct command?
7. What is the psychological value of a coupon at the bottom of an advertisement?
8. What is the correct place for coupon? Why?
9. What is the nature of the copy in advertisements intended to produce inquiries? How is the sale completed?
10. What is meant by "creating consumer demand"? Why is the word "creating" not strictly correct?
11. What is the nature of the copy in advertisements intended to create consumer demand (*a*) when there is little or no competition; (*b*) when competition is keen?
12. How do contests help in stimulating an immediate demand for a product? Why are advertisers eager to find new uses of their products?
13. To what extent is retail advertising present-action?

14. Which of the selling steps are omitted in classified advertisements? Why are they omitted?
15. Why is extreme brevity in a classified advertisement apt to be poor economy?
16. In general, what is the measure of success of any present-action advertisement?

PROJECTS

1. Find if possible a contest advertisement in some current magazine. Analyze it carefully; then write a critical comment on its probable effectiveness (*a*) in securing material that will be useful for future advertising; (*b*) in securing a large immediate volume of sales; (*c*) in increasing the number of permanent users; (*d*) in building good will and friendliness for the company. Submit the advertisement with your comments.
2. Which three advertisements in the current *Saturday Evening Post* will, in your opinion, receive the largest number of *directly traceable* responses? Discuss fully, pointing out the elements in each advertisement that will contribute to this result.
3. Clip out five or more coupons and comment on the probable effectiveness of each as a stimulus to immediate action.
4. In your local newspaper, find a good example of the type of present-action advertising that attempts to get people to go to the store. Show how it accomplishes each of the selling steps discussed in Chap. VI and give your opinion of its probable effectiveness. If possible, consult the proprietor, advertising manager, or other executive of the store and find out what results it actually did produce.

CHAPTER VIII

FUTURE-ACTION ADVERTISING

A large number of advertisements are of this kind. The purpose of future-action copy. General publicity, or reminder advertisements. Value of repetition. Teaser campaigns. Consumer acceptance through appeal to reason. Prestige. Testimonials. Making a trademark known. General advertising of articles used in manufacture. Interrelation of present-action and future-action advertising.

A LARGE number of advertisements published in periodicals of general circulation are of the future-action type, and even the advertiser who uses present-action advertisements may have the hope that, if the sale is not made at once, the advertisement will be remembered and result in action in the future.

The purpose of future-action copy is to create familiarity with the product. Familiarity creates good will, which is worth more to a manufacturer or merchant than his factory, his store, or any other material asset. The result of this good will may be observed in almost any retail store when the housewife wants a product, but does not ask for it by its brand name. The conversation goes something like this:

Housewife—"I'd like a bottle of catchup, please."

Retail Salesman—"What kind?"

Housewife—"Oh, I don't know. What kind have you?"

Retail Salesman—"Well, we have Jones's, Smith's, and Heinz's."

Housewife—"I guess I'll take Heinz's. I've heard more about that than I have about the others."

The same result may be brought about if the bottles are where the housewife can see them. She picks out the brand she has seen advertised or the package that looks familiar.

The advertising has brought about an attitude of mind which is called "consumer acceptance." Had the housewife asked for the Heinz catchup at first, it would have been consumer demand. Consumer demand usually comes after the first trial of the article, but it may be brought about by continued reading of advertisements, which results in the housewife's going into the store and asking for the product.

Future-action advertising does not attempt to perform all the functions of the selling process, but merely to take the preliminary steps, leaving the completion of the sale to other means. Its duty is to interest and educate, rather than to urge to action. It prepares the way for the salesman, and makes his work easier by making the possible buyer familiar with the article, so that he is partly sold. It is evident, therefore, that the final or action stage of the sales process is not a primary purpose in this kind of copy. Its duties vary, ranging from merely attracting attention to presenting an array of selling points sufficient to carry the reader through the interest, desire, and decision stages, ready for the action which completes the sale.

GENERAL PUBLICITY, OR REMINDER ADVERTISEMENTS

Much of the advertising found in general magazines and most of that seen on billboards, posters, and other outdoor mediums attempts to do just one thing—to catch a moment's attention from the chance reader. This type of advertising is commonly known as "general publicity," or "reminder" advertising. Its purpose is to create consumer acceptance at first, which later may become consumer demand. It places the principal emphasis on the initial step of the selling formula, and secures its effect through general impression and display of the name, package, or trade-mark of the advertised article, rather than through the use of reading matter.

Everybody is familiar with the jovial spearmen of Wrigley's gum; with the blue and white clad Dutch Cleanser

housemaid energetically chasing dirt; with the smartly appointed young man who wears the latest Arrow shirt; with the dozens of other personages whose pictures are in every streetcar, on every wayside billboard, and in every important magazine. We know them because we see them so often, not because we are told so much about them.

VALUE OF REPETITION

In other words, publicity, or reminder, advertising is effective by reason of frequency of repetition and attention-compelling display rather than by reason of its copy.

The Community Plate advertisement on page 105 is a reminder type.

If these were the only factors to be considered, it would be very easy to make this kind of advertising produce results. It would merely be necessary to create an attractive advertisement and then repeat it indefinitely. If this were done, however, the reader would soon grow tired of seeing the same old advertisement, and would cease to give it any attention, no matter how attractive it might have been the first time he saw it. Reminder advertising must therefore have another quality—variety.

Variety is easily secured by means of simple changes in the advertisement which will not rob it of its identity, but will avoid exact duplication of previous advertisements. The same general style of layout may be used, and the same trade characters may be shown each time, but shown in a variety of situations, surroundings, or actions. This gives the reader a constant renewal of interest and tends to prevent the advertising from being ignored or forgotten on account of its monotony.

The use of the same advertisement in several magazines circulating among the same people and covering in general the same field has been criticized as lacking the important quality of variety. While this practice saves expense in preparation of copy, illustrations, and plates, there is a loss in effectiveness.

"Bless You!" SAYS COMMUNITY IN THIS PRACTICAL WAY



TRADE MARK

COPYRIGHT 1941, U.S. PAT. & T.M. OFF.

Now: YOU CAN GET
8' 
FOR THE OLD PRICE OF
6' 

NEW LOW PRICES on your best-loved silverware! Thank your stars that the lowered cost of pure silver and the increasing preference for Community save you so much money. Last year 6 teaspoons would have cost you \$4. This year you get 8 for the same \$4, and proportionate savings on all staple pieces.

Today's Community Plate® is the finest silverplate even Community has ever made. Every fork and spoon

is overlaid with pure-silver at the wear point. You'll be proud of yours your whole life through. But, just a word of advice: pick your pattern today... with the price of everything going up, there's no telling how long Community can offer you 8's at the old price of 6's.

26-pc. service in anti-tarnish chest, now only \$26. In all 6 open-stock Community patterns. On budget terms.

COMMUNITY PLATE

Leadership in Design Authority

AND FOR THOSE SEEKING EVEN LOWER PRICES, THERE'S TUDOR PLATE, ALSO MADE BY COMMUNITY CRAFTSMEN... 26-PIECE SERVICE NOW ONLY \$14.99.

FIG. 13.—An advertisement of the reminder type. Its principal purpose is to implant in the mind the name "Community" and to give it prestige. See page 104.

The reading matter used in advertisements of the reminder type sometimes consists merely of the name of the article, with possibly a title for the picture. An advertisement of this kind is often called a "poster" advertisement, and represents reminder advertising in its extreme form. More often the reading matter consists of a brief sales appeal, setting forth in a somewhat general way the merits of the article.

The increased use of this type of advertising has been brought about in part at least by the popularity of pictorial magazines, tabloid newspapers, and rotogravure sections of various publications.

Some such advertisements also contain certain details, such as a list of models, colors, or prices, printed in small type and placed at the bottom of the advertisement or in some place so inconspicuous that only the person who is interested enough to scan the entire advertisement closely would be likely to see them.

TEASER CAMPAIGNS

A kind of advertising which involves the arousing of interest as well as the attracting of attention is that known as the "teaser." Teasers are usually run in a series of three or more, appearing in successive issues of a newspaper or magazine or at regular intervals on car cards. Their purpose is usually to draw attention to and arouse interest in a new product that is being introduced. They do not tell what their product is or who is doing the advertising until several numbers of the series have appeared. They may attempt to create sufficient interest to cause a large number of initial purchases, and depend upon advertising of another sort to carry the article after it is once on the market.

In this connection the question arises: "Would it not have been better to use the space for the usual kind of advertising?" It is argued that few people would see all of the teaser series and that there is danger that some readers resent this attempt to arouse and not satisfy their curiosity.

Undoubtedly, however, there are conditions under which teaser advertisements are effective.

CONSUMER ACCEPTANCE THROUGH APPEAL TO REASON

It will be evident to the student of advertising that there are many advertisements, particularly in the magazines, which go farther than either the reminder advertisement or the teaser ad. Without trying to secure an immediate order, they attempt both to arouse a desire for the article and to convince the reader of its excellence. Their aim is to bring about consumer acceptance, not through familiarity with the article or through good will alone, but by pointing out convincing reasons for buying the product.

In an advertisement of this sort the reader's attention may be attracted by any of the methods already mentioned in Chap. VI. Something in the advertisement must then immediately arouse his interest, so that he will continue reading the advertisement rather than merely glancing at it and turning the page. This something may be contained in the picture, or in the headlines, or in both. Whatever it is, it must strike a responsive chord in the reader's mind, must make him feel that here is something which concerns *him*, something which he ought to read. That is, to catch the reader's interest, the first part of the advertisement must deal with something he is already interested in, rather than with facts or selling points about the product. This appeal to an interest already in the mind must be continued and developed until his interest in the advertisement is assured.

When this has been accomplished, it is time to begin to talk about the product. The reader must now be convinced that this product will meet the need or satisfy the desire which caused him to become interested in the advertisement. To convince, we must present facts on which the reason can pass judgment. Hence from this point on, the advertisement presents an effective and convincing array of facts and claims.

Before he begins to write his copy, the advertiser must prepare a list of such facts as he thinks will prove convincing. This is where the material that has been gathered in the analysis of the product, as explained in Chap. IV, is put to practical use. The number and the kind of facts that should be used in any one advertisement will depend on the nature of the product, the amount of competition, the extent to which the public is familiar with this and similar products, and various other factors. Whether many or few facts are used, they should all center around the appeal that was used in the first part of the advertisement. If they are to be convincing, they must be not only definite and specific but believable and true. Glittering generalities and superlative claims, even though they may be actual facts, do not convince the reason. Neither do statements of facts which are so extreme that the mind refuses to accept them as facts.

Many advertisers make use of the already established reputation or prestige of the company or of some of its older products as an added means of building confidence in the article being advertised. We are told how long a firm has been in existence; how many people use its product; how many acres of floor space the factory contains; or how many tons of material are used in manufacture. It is human nature to have confidence in a thing that is obviously successful and popular. We are more ready to accept an article if we know that others have been pleased with it. But care must be exercised in telling of past success not to let the copy degenerate into mere boasting, which is objectionable to sensible people and hurts rather than helps the advertiser's cause.

TESTIMONIALS

The use of testimonials is widespread, and in spite of the fact that it is common knowledge that most of them are paid for, it would appear that their number is increasing rather than decreasing. Probably the most sincere and effective

testimonials are found in business and trade magazines where advertisements frequently feature the use of certain products by business concerns. Whether or not these advertisements are accompanied by testimonials, the fact that a reputable corporation uses the products is an implied testimonial.

Where movie stars, society women, debutantes lend their names to testimonials, even though readers know they are paid for and no doubt worded by the advertiser, there is a tendency to associate the cosmetic, soap, or whatnot with the glamorous person whose name is signed to the testimonial. See Camay advertisement, page 124.

MAKING A TRADE-MARK KNOWN

Since the earliest days of civilization, craftsmen have used some kind of trade-mark to let their friends and customers know that they made the article to which it was affixed. Today the trade-mark has a new significance, as it identifies far and wide advertised goods. The term has been broadened to include, many times, a trade name or an illustration. It may even differ in nearly every advertisement, yet it must always be recognized and be connected in the mind of the reader with the product. In fact, a trade-mark is valuable principally because it suggests the product or enables the consumer to identify it.

The subject of trade-marks and slogans is treated at length in Chap. XII. It is mentioned here because one of the purposes of general publicity copy may be to establish a trade-mark or the appearance of the package in the minds of the public.

As was pointed out in a previous chapter, no business has ever been built up without mistakes. In some cases trade names have been chosen that lacked publicity value or that were hard to pronounce. In such cases the manufacturers may later change the name and let the public know of the change by advertising, or because much money has already been spent in advertising the old name, they may decide to keep it and tell the public how to pronounce it.

In any event, as business expands it is important that the public recognize the goods, and advertisements are prepared that will attract the attention of the largest possible number of buyers to the trade-mark itself.

Such advertisements depend for their value upon a prominent display of the feature it is desired to impress. As a rule they contain but little copy. What copy there is may be a brief description of the article, mention of two or three outstanding features which distinguish it from other articles of its class, or an explanation of the significance of brand or trade-mark as a guarantee of quality.

GENERAL ADVERTISING OF ARTICLES USED IN MANUFACTURE

There is a growing tendency in modern times to advertise in general mediums certain articles used in the manufacture or construction of other articles. The average person knows that hinges are used for hanging doors; that lead is an ingredient of paint; that cypress is a kind of lumber. Beyond that his knowledge of these products may be decidedly vague. Producers of numerous commodities such as these have recently been spending thousands of dollars to educate the public to a more thorough understanding of their products, so that they will accept identified products at a higher cost in preference to mere hinges or paint or shingles at a lower figure but minus the guarantee of quality.

The most effective copy in advertising of this kind is distinctly informative in character. It contains little or no emotional appeal, but appeals directly to the reason. It points out facts that the reader did not know before, or calls his attention to facts that he may have known but which he never paused to think of.

INTERRELATION OF PRESENT- AND FUTURE-ACTION ADVERTISING

In actual practice, as will be seen by looking at the advertisements in any magazine, the division into present- and future-action advertisements is not clean cut. Even in

general publicity advertisements there may be some present-action impelling sentence like "Send for booklet," "Send for free sample," "Ask your dealer," or there may be a coupon which the reader returns, asking for a booklet, a sample, or further information. Yet the primary purpose of the advertiser is to gain acceptance through general publicity, and the replies obtained in the above manner are considered mere by-products and not the main purpose of the advertisement. It must also be remembered that general publicity or good-will-building effect may result from almost any present-action advertisement. The classification is therefore based on the purpose in mind of the advertiser rather than on the exact wording in the copy.

SELF-TEST QUESTIONS

1. What is the purpose of future-action advertising?
2. What is meant by the term "consumer acceptance"? How does consumer acceptance differ from consumer demand?
3. Which of the five steps in the process of making a sale does future-action copy perform?
4. What is publicity advertising?
5. How many of the sales functions does publicity advertising perform?
6. What makes it effective?
7. How is unity in variety secured in this form of advertising?
8. Why is variety important? Why is unity important?
9. What are teaser ads? For what purpose are they used?
10. Discuss some teaser campaign you have seen.
11. Show how consumer acceptance may be produced through an appeal to reason.
12. What part does prestige play in establishing consumer acceptance?
13. Of what value are testimonials and endorsements?
14. The Pro-phy-lac-tic Brush Company carefully divides the name of its product into syllables—"Pro-phy-lac-tic." What advertising principle is illustrated? Discuss fully.

15. Why are products that are used in manufacture so extensively advertised in general magazines?

16. Point out the interrelation of present- and future-action advertising.

PROJECTS

1. Assume that the manufacturer of a product retailing for \$25 included in his advertising campaign a black-and-white page in *The Saturday Evening Post* costing \$8,000. The copy carried a coupon to encourage the reader to ask for a booklet. The advertiser received about 400 coupons which he turned over to dealers nearest the prospective customers. Later reports from these dealers showed that 100 of these inquiries were turned into sales. The cost per coupon was \$20 and the cost per sale \$80. Cost of the product to the dealer was \$18 and the manufacturer's gross profit on each unit was \$10. The manufacturer, therefore, can figure \$1,000 profit resulting from an \$8,000 ad. In spite of this the advertiser considers the advertising successful and continues to use page copy in *The Saturday Evening Post*. Discuss the problem from the advertiser's point of view.

2. Select from a current magazine five advertisements that you would classify as future action although they contain some form of action stimulus, such as "Send for booklet" or "See your dealer today." Explain in each case precisely why you would classify the advertisement as future action and what you think the advertisement is intended to do.

3. Select an advertisement that is distinctly of the reminder type. Show what changes would have to be made in it to make it a present-action advertisement.

4. Prepare a list of convincing facts that could be used as the basis of an advertisement designed to appeal to the reason: (a) for a brand of men's (or women's) shoes; (b) for a dentifrice; (c) for a vacuum cleaner; (d) for a brand of condensed milk; (e) for a particular state as a good place to spend a vacation. State what the definite purpose of the advertisement will be in each case.

5. Plan the material for an advertisement that will build confidence in the article advertised by playing up the established prestige of the manufacturer. Choose a definite article that is or might be advertised by some nationally known company and show specifically and in detail just what the advertisement will contain.

CHAPTER IX

THE APPEAL

An inquiry into human behavior. Desires and instincts. Another inventory of instincts. Specimen advertisements appealing to instincts. Difference between emotion and instinct. Changes possible in buying motives. Getting into the subconscious. Suggestion. Appeal to reason. May use both appeals. Rationalization. Consumer must use judgment.

WE DO not know just what electricity is, but we do know something about how it acts and, within certain limitations, how it can be controlled. Neither do we know just what the mind is, but through the researches of psychologists and through practical experience we have learned something of how the mind behaves and how, to some extent, its action can be influenced by advertising.

If advertising were an exact science, so that we could reduce its results to formulas and mathematical tables and could prove that the expenditure of a certain amount of money in a certain way would bring definite results, our problem would be much easier. While no such positive information is available and perhaps never will be, there are, however, some fundamental principles of human behavior that we can learn which will help us to avoid certain errors and to make our advertising more effective.

DESIRES AND INSTINCTS

Every normal human being has certain fundamental needs and desires. Along with them go tendencies to react in definite ways, when the proper stimuli are present, to satisfy these desires. Such tendencies to react to stimuli are called according to psychologists "instinctive tendencies." Here we shall use the more common term "instincts." Take, for example, the fundamental desire for food. Where the

instinct (tendency to react) is aroused and when the proper stimulus (food) is present, the reaction (eating) takes place—unless for some reason the natural reaction should be inhibited. Reason may veto the normal reaction; for example, if we were hungry and food were offered which our reason told us was not healthful or sanitary, we might refuse to eat.

Most of the instincts are said either to have race survival value or to be conducive to the welfare, comfort, or progress of the individual. The strongest and most elemental desires are the desire for food and the desire to perpetuate the race. They go back, probably, to the beginning of human life. Then came other instincts and desires, many of which arose out of the fact that as man began to have various kinds of relations with other men, new wants, desires, and instincts developed.

Many advertisements are so written as to appeal to one or more instincts, traits, or desires. The writers intend advertisements of this kind to act as stimuli which will cause a reaction in the mind of the prospective customer and result in a purchase either in the present or in the future.

It is essential for the student of advertising at least to learn the principal desires and instincts that are the bases of a considerable portion of buying motives and also to inquire into the way in which people respond to the stimuli of the advertisements. Psychologists differ somewhat in their classifications and inventories of the instincts. Indeed, any inventory is more or less arbitrary and unsatisfactory because the mind works as a unit and cannot be divided into departments.

In the first column of the table on pages 115 to 118 we have attempted to give some of the most important desires or tendencies. In the second column are some suggestions of types of advertising that may be used as stimuli, while in the third column are examples of some products that may be advertised with an appeal to the particular desire or tendency named in the first column.

Desire or Tendency	Type of Advertising That May Be Used As a Stimulus	Products That May Be Advertised by an Appeal to This Desire or Tendency
Appetite for food and drink	Illustrations and descriptions of appetizing foods and thirst-quenching beverages.	Foods and food products, beverages, and materials entering into their manufacture.
Love of the opposite sex	Association in illustration or text of the opposite sex with the article advertised.	Clothing, house furnishings, insurance, articles that might be bought for wife, husband, or sweetheart.
Parental love	Pictures of children at play, eating, climbing on mother's knee. Description of how the product would be beneficial to the children's welfare.	Foods for children, children's clothing, products that make the home comfortable, insurance, courses of study for the father. Musical instruments. Private schools.
Comfort	Advertisements that show the comfort to be gained by possession of the product. Illustrations of people enjoying the comfort of the advertised product.	Furniture, automobiles, heating systems, beds and mattresses, clothing, shoes.
Acquisitiveness	Advertisements showing the financial advantage accruing from the action desired by the advertiser.	Investments, study courses, articles for resale by dealers. Any product the possession of which may help to make or save money.
Fear	Illustrating or describing dangers from non-possession or non-use of the article advertised.	Fire extinguishers, non-skid automobile chains, safety devices of all kinds, life and fire insurance.

Desire or Tendency	Type of Advertising That May Be Used As a Stimulus	Products That May Be Advertised by an Appeal to This Desire or Tendency
Imitation	Illustrations showing articles in use by others. Suggestions that the product has a wide popularity or that it is the "latest fashion."	Wearing apparel, toys that imitate articles actually used, house furnishings, silverware, articles for adornment.
Constructiveness	Illustrations showing the erection of buildings and engineering work. Advertisements telling of the pleasure of creating.	Tools, plans for houses and home-made articles, patterns, building blocks and toys of the Meccano type.
Moving about	Descriptions of foreign lands and the benefit to be gained from travel. Pictures of unfamiliar and attractive scenes.	Railroad and steamship tours, automobiles, bicycles, airplanes, skates, snowshoes.
Health	Advertisements describing how the product conduces to health. Illustrations of healthy-looking people using the product.	Food products, clothing, heating systems, athletic goods, automobiles, summer resorts, houses located in healthful places.
Sociability	Illustrations of dinners, social events of all kinds, meetings, camp fires. Copy describing how the product promotes sociability or is of help in entertaining friends.	Food products, furniture, automobiles, playing cards and other games, pool and billiard tables, guns and fishing tackle.
Sympathy	Advertisements telling about unfortunates. Illustrations showing effects of poverty, accidents, and unhappy conditions.	Insurance, safety devices, appeals for charity.

Desire or Tendency	Type of Advertising That May Be Used As a Stimulus	Products That May Be Advertised by an Appeal to This Desire or Tendency
Loyalty (devotion)	Illustrations and text suggesting devotion to family, friends, country, city.	This appeal may be used by concerns that have had a long and honorable career. It may be used for almost any product or service that one might buy out of a sense of devotion to family. It may be used in political campaigns, in time of war, and in civic movements.
Competition (rivalry)	Advertisements describing contests, physical or mental. Illustrations of the product in use by one of social eminence.	Muscle-building foods, athletic clothing and sporting goods, correspondence courses, and articles the possession of which would tend to give the buyer social superiority.
Ornamentation	Illustrations and descriptions of clothing, jewelry, and articles for personal adornment.	Clothing, jewelry, house furnishings, paint and polish, haberdashery, toilet articles, razors.
Curiosity	Illustrations and headlines that arouse curiosity. Teaser advertisements. Copy in story form.	Almost any product may be advertised by the curiosity appeal.
Play	Illustrations and descriptions of sports, games, and amusements.	Sporting goods, automobiles, bicycles, motor boats. Clothing to wear when indulging in the sports.

Desire or Tendency	Type of Advertising That May Be Used As a Stimulus	Products That May Be Advertised by an Appeal to This Desire or Tendency
Hunting	Illustrations and descriptions of shooting, fishing, and camp-fire scenes. Anecdotes about the chase.	Guns, fishing tackle, tents, boats, hunting costumes, canned foods, cooking kits, remedies for sunburn and insect bites.
Worship	Illustrations of churches and scenes connected with church. Information about historical people noted for their religious character. Advertisements describing church services.	Bibles, hymn books, books treating on religious subjects, things used in connection with religious services. Church services.
Harmony (beauty)	Illustrations of musical instruments and noted musicians. Illustrations and descriptions of architecture, sculpture, painting.	Musical instruments, radio sets, works of art, clothing, house furnishings, flowers.
Humor (the comic)	Comic illustrations, cartoons, humorous anecdotes, humorous trade characters. Jokes.	Many articles of common use are susceptible to humorous treatment, such as soap, gum, toys, canned soup, tobacco, beverages, insect killers.
Cleanliness	Illustrations showing the housewife washing dishes, scrubbing the floors, giving the children their baths, fumigating the house, killing insects. Advertisements showing the care with which food products are prepared. Advertisements showing the dangers of lack of sanitary methods.	Soap, kitchen cleaners, insect destroyers, mops, sponges, washing machines, brooms, brushes, food products.

ANOTHER INVENTORY OF INSTINCTS

Dr. Daniel Starch¹ gives the following inventory of fundamental desires or wants of human beings:

- | | |
|--|--|
| 1. Appetite—hunger | 26. Gregariousness—sociality—associating with other people |
| 2. Taste | 27. Social distinction |
| 3. Cleanliness | 28. Approval by others—pride |
| 4. Bodily comfort | 29. Imitation of others |
| 5. Warmth | 30. Group loyalty |
| 6. Coolness | 31. Cooperation |
| 7. Rest—sleep | 32. Courtesy |
| 8. Health | 33. Ambition |
| 9. Safety | 34. Competition—rivalry |
| 10. Fear—caution | 35. Managing others |
| 11. Sex attraction | 36. Pleasure |
| 12. Personal appearance | 37. Play—sport |
| 13. Style | 38. Amusement |
| 14. Shyness and modesty | 39. Humor |
| 15. Devotion to others | 40. Teasing |
| 16. Parental affection | 41. Activity—mental and physical |
| 17. Love of offspring | 42. Constructiveness—wanting to build or make things |
| 18. Sympathy for others | 43. Manipulation—wanting to handle things |
| 19. Protection of others | 44. Curiosity—wanting to find out |
| 20. Domesticity—having a home | 45. Respect for or devotion to a superior power (Deity) |
| 21. Home comfort | |
| 22. Hospitality | |
| 23. Possession—ownership | |
| 24. Efficiency—making things go well | |
| 25. Economy—saving of time, effort, and material | |

SPECIMEN ADVERTISEMENTS APPEALING TO INSTINCTS

Probably the strongest instinct is that of appetite for food and drink. On page 122 is an extract from an advertisement appealing to this tendency.

¹ Starch, *Principles of Advertising*, pp. 260-261.



...and we'll go
DOUGLAS

Smart young moderns, these, planning their going away via the "Honeymoon Air Express." What could be more thrilling than giving wings to romance? And what could be more practical, with Douglas air travel proven safest of all transportation? Think of the time they'll save for more fun—more to see and do at their destination. As standard equipment on all major airlines, Douglas Airplanes play the principal role in creating a new travel standard expressed by, "It Pays to Fly." Douglas Aircraft Co., Inc., Santa Monica, Calif.



FIG. 14.—Using the sex appeal in advertising. See page 122.



The great
snapshots are
made on
KODAK FILM



Almost nothing but
the film in the familiar
yellow box—Kodak film—
which only Eastman makes.

THERE'S a wonderful story in the life of every family, just as it's lived from day to day. And nothing tells the story so well as snapshots. Begin now to make a snapshot record of all the cherished little happenings in your family life—the anniversaries, the good times you have together, the children's activities, their pets. The earlier you begin your snapshot record, the more interesting and valuable it will be.

Today thousands of people are getting wonderful family pictures—just by loading their cameras with Kodak Film, and going out and shooting. You can do it, too.

If you're using an average camera, Kodak Verichrome Film will give you best results, day in and day out. It takes care of reasonable exposure errors. It performs brilliantly even when the weather isn't just right. It makes any camera a better camera. Call for "Verichrome"—the film that gets the picture... Eastman Kodak Company, Rochester, N.Y.

KODAK'S COLOR SHOW—NEW at

The New York Fair

Greatest Photographic Show on Earth at the Kodak Building—Kodachrome full-color pictures projected on a 187-foot screen, the longest in the world. Nothing like it ever seen before. It's free—don't miss it. And of course you'll take your Kodak to the Fair. While you're at the Kodak Building, Eastman experts will advise you what to take and how to take it.

NEW LOW PRICES ON KODAKS

Picture making has grown beyond all experience. To meet the unparalleled demand for cameras, Eastman is now building an extensive addition to the world's largest camera works. This great plant will cut manufacturing costs. In a sweeping reduction, Kodak prices are now brought in line with these lower production costs to come. You save, beginning right now. Get the good news at your dealer's.

FIG. 15.—An appeal to parental love. See page 122. Subjective description is used in this copy. See page 151.

Have you ever stepped into an old-fashioned kitchen when beans were baking in the oven? Man, oh! man—how good they smelled. The whole room was filled with a heavy, warm fragrance . . . Pungence of dark, bubbling molasses and spice . . . Hearty richness of slow-roasting pork, merging with the aroma of well-browned beans, as the juices sizzled softly and crusted the sides of the fat, brown crock! That's the kind of beans we're remembering when we say that Heinz Beans taste just like the home-baked kind.

If you are hungry for real baked beans just heat a tin of Heinz Oven-Baked Beans. Taste them! Tender, mealy, crammed with flavor. It's Heinz *thorough* oven baking that makes them so appetizing and digestible, so different and downright delicious.

Here's one thrifty, nourishing main dish that the whole family will go for. Just as they are, or in dozens of delicious combinations, Heinz Beans are real oven-baked beans at their mouth-watering best.

The sex appeal is frequently used, particularly in illustrations. The advertisement of Douglas airplanes on page 120 has a romantic appeal. The advertisement of Kodak on page 121 appeals to parental love. Insurance companies make frequent use of this appeal and in copy and illustration stress the necessity of providing for the children's future.

Many advertisements of correspondence schools, life-insurance companies, and investment houses appeal to acquisitiveness, showing the reader how he can earn or save more money. Advertisements in trade journals directed to retailers often emphasize money-making possibilities. Following is an extract from an advertisement of the state of Pennsylvania appealing to acquisitiveness:

This plant came here because " . . . you can make money in Pennsylvania " "After considering inducements by other states . . . we decided to locate in Pennsylvania"—the vice president of this manufacturing company wrote after his company located its business in Pennsylvania.

The fear instinct, while a negative one, and considered of less value than a positive appeal, may be used with telling

YOU DON'T ASK YOUR WIFE TO FILL THESE



... WHY EXPECT YOUR WIDOW TO?

YOUR SHOES! Do you ask your wife to fill them? Do you ask her to provide the money to pay the rent—the grocery bills—to clothe and educate your children? Of course not!

Yet with all your kindness to your wife you may compel your *widow* to do just that. The very thing you wouldn't ask your wife to do.

Only by setting up a living income for your wife and family, to protect them against the ever present possibility that you may not always be on hand to care for them, can they be assured of a normal, carefree future.

A safe, sure way to do this is open to you through our Double Duty Dollar Plan. If you mail the coupon, we will send our Double Duty Dollar booklet which shows how simple it is for you to settle this problem once and for all. With even a modest income you can still make the future safe for your family with a guaranteed income or worry-free for *yourself* with a retirement income. *All with the same dollars!* Mail it in today!



BANKERS *Life* COMPANY
DES MOINES

A Mutual Legal Reserve Life Insurance Company • Established 1879.

THIS BOOK SHOULD BE IN EVERY HOME

Bankers Life Company, Des Moines, Iowa

Please send me your Double Duty Dollar plan:

Name _____ Age _____

Address _____

City _____ State _____

FIG. 16.—An insurance company uses the fear appeal. See page 125.



HOUSTON, TEXAS

I think my complexion deserves the best of care. So I use Camay because its cleansing is gentle, thorough—but most of all, because that cleansing helps my skin stay lovely!

(Signed) CAMILLA RAY CASSITY
Mar. 20, 1939 (Mrs. Buford L. Cassity)

Who can resist the Lure of her Lovely Skin?

(Mrs. Buford Cassity, a Camay Bride)

She isn't a stage star, with a name known everywhere! And millions may never see her. But those she loves and cares for will see her every day.. her husband, her family, her friends. How wonderful to know they will think her lovely!

Mrs. Cassity—so charming, so wise



* Thousands of complexions today are guarded by gentle Camay. Mrs. Frye, beautiful New York bride, says, "I've proved Camay helps keep my skin lovely!"

—knows you must have *natural* loveliness for day-to-day charm... a clear, smooth skin! Her own complexion is exquisite. "With the help," she proudly tells you, "of Camay!"

Give *your* complexion its chance to be lovely! Give it a daily beauty cleansing with Camay. Camay's rich lather quickly tells you why your skin gets a *thorough* cleansing. Its gentle touch tells you why it helps your skin look fresh, feel soft! Camay is a *beauty* soap—mild enough for even sensitive skin!

For your beauty bath, too—try this famous complexion care. Let gentle

Camay help you keep neck, back and shoulders just as fresh and lovely as they *ought* to be!

Get *three* cakes of Camay today. (It costs so little!) Then use it regularly. Thousands of lovely girls everywhere seek Camay's gentle help for exquisite daintiness, for all-over loveliness, for truly radiant skin!

Trade Mark Reg. U. S. Pat. Off.



Camay

THE SOAP OF BEAUTIFUL WOMEN

FIG. 17.—An example of imitation appeal. See page 125. Also an effective use of a testimonial. See page 109.

effect in the case of many products whose non-use may bring disastrous results. The Bankers Life Company advertisement on page 123 appeals to this instinct.

Indiscriminate use of the fear theme, however, should not be made. Strongly condemned under the head of "bunk," we may classify the invention of a number of mythical diseases which some advertisers claim may result from the non-use of certain products and which may be prevented or cured by the advertised articles. The Federal Trade Commission has issued "cease and desist" orders to a number of advertisers who have been offenders. But more important in the long run is the necessity for consumers to become better educated with respect to what they buy and what they can believe.

The instinct of imitation, the desire to be like others, especially those who occupy an envied station socially or financially, is one of great buying force. The Camay advertisement on page 124 appeals to this instinct.

Following are some of the appeals in other advertisements illustrated in this book:

Appetite—Baker's chocolate, page 23

Moving about—American Airlines, page 131

Comfort—Airfoam, page 127

Cannon sheets, page 199

Economy—General Electric, page 43

Humor—Mazda lamps, page 157

Sex—Keepsake, page 164

Cleanliness—Bon Ami, page 180

DIFFERENCE BETWEEN EMOTION AND INSTINCT

A word frequently met in books and articles about advertising is "emotion." An emotion is a disturbed or agitated state of mind such as fear, love, grief, disgust, or anger. The instincts are in most cases the bases of emotions and in some cases the names of instincts and those of emotions are identical. Many advertising men and writers about advertising fail to make any distinction between funda-

mental desires, instincts, and emotions, using the terms interchangeably. Consequently, one advertising man may talk or write about "appeals to the emotions," another about "appeals to the instincts," and another about "appeals to the desires," and all mean the same thing.

The instincts, emotions, desires, needs, impulses, interests, and habits of people are many times referred to in popular speech as "human nature." An understanding of human nature is invaluable to the advertiser. Every man who mingles with people, who knows their desires, their weaknesses, their hopes and ambitions, is daily learning lessons of human behavior that will help him better to serve the public.

It will be noted that many products may be advertised to appeal to more than one instinct. A food advertisement, for instance, may be aimed at the following instincts and perhaps others: appetite, love of the opposite sex, parental love, comfort, acquisitiveness, fear, imitation, moving about, health, sociability, loyalty, competition, curiosity, sympathy, play, hunting, humor, and cleanliness. Some of these appeals may not appear advisable, yet they can be and have been used.

From the standpoint of the buyer, we may say that the housewife, when she buys things to eat, things to wear, or things to use in the house, is influenced by many motives. If she does her own cooking she will probably consider ease of preparation as well as taste, cleanliness, nutritive value, and economy. She will no doubt consider the likes and dislikes of the family as well as of herself. In buying clothing, many motives impel. The housewife wants to be in style. She wants her children to look well and she wants to impress her neighbors and friends with the idea that she is prosperous.

The desire for approval, praise, esteem, distinction, is strong in most people. Consequently, what is popularly known as "putting the best foot forward" or "putting up a front" is a strong buying motive, although the buyer may not realize it himself or be willing to admit it were it called

It's more than a MATTRESS

It's a Miracle of Comfort!

NO photograph can begin to picture, no words describe the deep refreshing comfort of an Airfoam mattress. It's something you must feel, revel and luxuriate in yourself... a buoyant softness so relaxing you'll fairly purr with contentment. Its sleep-inviting restfulness comes—not from springs, padding and like contrivances—but from millions of tiny interconnecting air cells on which you literally float! As you move in your sleep these "cells" "breathe" air in and out, balancing every shift in weight... cradling every portion of the body uniformly... giving miraculous comfort in any posture. In Airfoam, Goodyear brings you what mattress makers have been trying to produce for years... a mattress that automatically adjusts its resiliency to give the same glorious repose to sleepers of every size and weight. Yes, it will cost you a little more than conventional mattresses, but the rich dividends it will pay you in years of healthful invigorating sleep are beyond price. If your furniture or department store does not carry Airfoam mattresses, write Airfoam Sales Department, Goodyear, Akron, Ohio, for name of nearest dealer.

A Continental Product of
The Greatest Name in Rubber



LOOK FOR THIS NAME ON THE COVER—



WHAT IS Airfoam?

Airfoam mattresses are made by Goodyear by breaking pure latex into air cells and taping it in matched layers by a patented process that insures long life. They are softer, denser and resilient in remains than any other mattress in the world. Never require turning because they do not pack down or ridge up in years of use. Do not require Airfoam with so-called "heavy rubber"—it is a cellular latex product made only by Goodyear.



Airfoam—T.M. The Goodyear Tire & Rubber Company

FIG. 18.—An appeal to comfort. See page 128. Excellent *subjective* description in the body-copy, with *objective* description in the paragraph of Italics at the bottom of the advertisement. See page 149.

to his attention. The Airfoam advertisement on page 127 appeals to comfort.

Many advertisers make it a point to appeal to the higher emotions rather than to the baser ones. Among appeals of this kind are those to love of family, home, the desire to get ahead in the world, loyalty, cleanliness, sympathy.

Automobile advertisements appeal sometimes to the instincts, sometimes to the reason, and sometimes to both. The student may find it interesting to make a list of the motives that influence the buying of automobiles. Among them would be the desire for easy and rapid transportation to and from business, the desire to get out into the open, the pleasure that comes from driving an engine, the sense of domination and power, the pleasure in giving the other members of the family a good time. No doubt the desire to impress others is responsible, many times, for the purchase of a more expensive car than would otherwise have been bought.

Like many other products that were at first luxuries but are now necessities or near necessities, automobiles are being bought by people of small incomes, so that almost every family has an automobile. An automobile advertiser now uses less space advertising the desirability of owning a car and devotes more space to telling of the characteristics and advantages of his particular make.

CHANGES POSSIBLE IN BUYING MOTIVES

In considering buying motives, the history of the bicycle is interesting. The bicycle of the type known today came into general use in the early nineties. Its rapid success was largely due to the fact that it satisfied a desire for locomotion and sport. The sales were also largely increased on account of the element of sociability which was expressed by the forming of riding clubs. Groups of men and women sometimes numbering up into the hundreds used to take trips into the country. The advent of the automobile soon cut into the sale of bicycles but late years have seen a steadily

increasing use of them both by adults and by children. Many workmen pedal to and from the factories; other adults like the exercise and pleasure found in riding; and children use them for pleasure. It is probable that there are as many bicycles in use now as there were in the best days of the industry.

Many motives impel to action when clothing is bought. The desire to look well is important, many times overbalancing the price consideration, or even that of durability.

The advertiser of house furnishings may appeal to various motives, including comfort, style, impressiveness, durability, and economy. Here the desire to impress others may be a strong motive. It may be said, however, that the appeal to this motive must be handled tactfully and in a way to suggest that these things would make an impression on neighbors and friends, rather than plainly to say so.

Maternal pride, the desire to have children look as well as other children, pours dollars into the cash register. Great is the desire for ornamentation, especially in women, who are usually closer followers of style than men.

The instinct of sociability is responsible for the purchase of many commodities. If there were no social events, no clubs, no crowds, business would greatly suffer. Many things are bought for the purpose of entertaining friends.

A large business is done in sporting goods and other products which appeal to the instinct of play. Not only the implements with which games are played, but the proper clothing to wear when playing them, are offered for sale. Hunting, fishing, automobiling, football, baseball, lacrosse, tennis, boating, basketball, skating, skiing, and many other games and sports help people to relax and to find pleasure.

GETTING INTO THE SUBCONSCIOUS

Advertising men, in their writings and talks, frequently use the phrase "getting into the subconscious," by which they mean that on account of frequent repetition of a name, trade-mark, slogan, or selling point, the prospective cus-

tomers subconsciously or unconsciously retains something of what he has experienced; hence when the need arises he will be able to recall the product he saw advertised, or at least will recognize it when he sees it displayed in a store.

The person who is influenced by advertising does not always realize that he has been influenced and, in fact, may even say that he does not pay any attention to advertisements. In this connection Prof. Walter Dill Scott gives the following experience:

Some time ago a tailor in Chicago was conducting a vigorous advertising campaign. I did not suppose that his advertising was having any effect upon me. Some months after the advertising had begun I went into the tailor's shop and ordered a suit. While in the shop I happened to fall into conversation with the proprietor and he asked me if a friend had recommended him to me. I replied that such was the case. Thereupon I tried to recall who the friend was and finally came to the conclusion that this shop had never been recommended to me at all. I had seen his advertisements for months and from them had formed an idea of the shop. Later I forgot where I had received the information and assumed that I had received it from a friend who patronized the shop. I discovered that all I knew of the shop I had learned from advertisements and I doubt very much whether I ever read any of the advertisements further than the display type. Doubtless many other customers would have given the same reply, even though, as in my case, no friend had spoken to them concerning the shop.¹

SUGGESTION

There are three approaches to securing the effect the advertiser desires: suggestion, appeal to reason, and rationalization.

Suggestive advertisements aim ultimately to secure action by display of name, illustrations of various kinds, and surroundings that impart distinction, or sometimes by direct command. The advertisement of American Airlines on page 131 is of the suggestive type.

The principle underlying the use of suggestion in advertising is that every idea or impression in the mind tends

¹ Scott, "The Psychology of Advertising," p. 83.



Not Everyone Who Flies IS IN A HURRY!

AIR TRAVEL is faster, of course. It is the way to go when you've got to get there double-quick. But of all the thousands who fly, only a few of them fly because they're in a hurry.

One business man expresses it this way: "I don't like to waste time or energy. I don't like to spend all night on the road. The hours—and sometimes days—which I save when I travel by air belong to me to do with as I please."

There's no sensation of speed in a Flagship. You scarcely know you're moving. It's calm and peaceful up there. You can relax and enjoy yourself in cool comfort above the tension of things on the ground. And you'll find new beauty in the sky and on the earth below.

Why not see for yourself just how much better and more enjoyable it is to travel by air. Ask your Travel Agent for full details or call our nearest office.



Plan your next trip on this Flagship map. Your Travel Agent will make your reservations for you, or you may phone the nearest American Airlines office.

AMERICAN AIRLINES Inc.

ROUTE OF THE FLAGSHIPS · COAST TO COAST

FIG. 19.—A strong suggestion is found in the illustration. See page 130.

ultimately to express itself in action. Suggestive advertising, therefore, tends to get ideas into the mind, largely through repetition, impressive size, illustration, and short phrases. Most of this type of copy is brief and is sometimes merely poster or general publicity copy.

APPEAL TO REASON

In advertisements that appeal to the reason, logical arguments and facts are presented that will enable the reader to decide after due deliberation.

In trying a case before a jury a lawyer often appeals to the instincts and emotions of the jury, but when he is arguing before the judge in his chambers or in courts of appeals, where there are no juries, he emphasizes facts and law. If the judge feels any emotion, he tries not to allow it to influence his action.

Articles bought by businessmen for business purposes, such as adding machines, cash registers, factory machinery, and automobile trucks, are usually advertised by the reason appeal. When typewriter advertisements are intended for the eye of the businessman, the reason appeal is frequently used, but when they are directed to the operator they may appeal by suggestion.

In using the reason appeal, the advertiser tries to give facts—logical reasons why it will be to the advantage of the prospect to buy. The prospective customer wants information that will answer the questions: "What will it do to help me?" "What has been the experience of other users?" "Is the product durable, efficient, and made by a reliable house?" "What guarantee and service go with it?" "Will it be profitable to install it?"

Reason-appeal copy, as well as copy that appeals to acquisitiveness, is frequently used in advertisements that are inserted in trade journals and business magazines where commodities are advertised to dealers for resale. The dealer is mainly interested in the commodity from a business standpoint. He wants to know in what way it will

be to his financial benefit to stock the goods; he is interested in profits, in what the manufacturer intends to do in the way of helping him move the goods from his shelves. Advertisements in technical and professional magazines are usually of the reason type.

The writer need not fear that reason copy will not be read if he makes it interesting, informative, educational, and filled with facts that are told from the standpoint of service to the reader.

The question is often asked: "Why do advertisers not use more reason copy in their consumer advertisements?" This question is discussed in Chap. III. It may be said here, however, that as soon as advertisers are convinced that consumers respond to reason copy in a greater measure than to the type which appeals to the emotions, they will gladly change their appeals. At present few are thus convinced.

MAY USE BOTH APPEALS

Many advertisements in which suggestion is used contain little copy but depend for their effectiveness upon an illustration and a few phrases. Reason-why copy, on the other hand, gives less emphasis to illustration and surroundings and more to logical, well-thought-out copy. While both suggestion and reason-why copy are frequently used to advertise the same product, there is some difference of opinion among advertising men as to the relative value of the two types. Those who favor the suggestive advertisements would probably hold that this type makes a deeper impression on account of the size of the illustration, name, and trade-mark. This would especially apply, it might be claimed, to readers who glance hastily through the publication. On the other hand, those who might favor the reason-why type would argue that the suggestive value of this kind of copy is by no means absent, for the casual reader must see the name, trade-mark, and package, even though not so much emphasis is placed on them. It might also be said

by those favoring the reason-why copy that if the copy were interesting enough it would be read and that an advertisement of this kind if read would have much greater effect than a poster type of advertisement hastily glanced at.

An example of a product frequently advertised both by appeals to fundamental desires and by appeals to reason is the automobile. In one advertisement of an automobile, for example, the reader is told of the luxury, the comfort, and the pleasure of the car, while in another advertisement he is told of tests that were made showing high gasoline mileage or he is presented with facts about the superior mechanical construction.

RATIONALIZATION

Some advertisements begin with an appeal to the instinct and close with an appeal to the reason. In fact, it is not always easy to draw a clear-cut distinction. If we try to analyze our own reactions we cannot always tell where the influence of instinct leaves off and where the influence of reason begins. Sometimes reason and instinct may be in accord and at other times in opposition. My appetite may call for a cup of coffee before retiring but my reason may tell me that the coffee I drank the other night kept me awake several hours. My desire may impel me to buy a new suit of clothes, but my reason may restrain me on the ground that I cannot afford it.

The rationalization appeal seeks to prevent this possible conflict between desire and reason by presenting arguments which will justify the reader in yielding to his desire. These arguments must be stronger than the arguments the reason might otherwise raise against making the purchase. For example, my instinct says, "Buy a new suit of clothes." My reason says, "Don't buy a suit of clothes; you cannot afford it just now." The rationalization appeal in a clothing advertisement says, "To succeed in business you must be well dressed. You need that suit of clothes for the sake of your business success."

If this appeal is strong enough and plausible enough to outweigh the argument my reason advances against buying, the advertisement has been effective.

Following is an example of the rationalization appeal:

Double the pleasure and use your car gives you! Radio brings companionship, entertainment, relaxation. Hear features you now miss to keep engagements, when waiting for someone, or riding for recreation. *Stay mentally alert on dull trips. Keep in touch with the world while touring, vacationing, camping.*

CONSUMER MUST USE JUDGMENT

One of the objections raised against advertising is that it often makes consumers buy things they cannot afford. Advertising of manufacturers, coupled with that of retailers who many times offer the further inducement of paying on the installment plan, no doubt results in some buying beyond the consumer's means. Window and store displays of attractive merchandise as well as the persuasive talk of the salesmen behind the counter, all may help to create sales which the buyer can ill afford. Advertisers, however, claim that the consumer is charged with the decision to buy or not to buy. They contend that it is their task to offer their wares in as favorable light as possible and that the consumer is supposed to use judgment. The question of thrift versus spending and of the advantages and disadvantages of the installment system belong in the field of economics and social sciences rather than in that of advertising.

We have discussed in this chapter the various desires and tendencies to which we may appeal and also the fact that, in many instances, articles may be advertised by logical arguments appealing to the reason. There remains the question: If we use appeals to desires and tendencies, which ones are more likely to bring the reactions sought for and how shall we decide whether to use appeals to the desires or appeals to the reason?

In determining the relative strength of various buying motives, the advertiser may consider his own reactions. He can also gain much information by talking with other people. He may consult the data collected by various psychologists on this subject. In general he will find that the strongest buying motives arise from the instincts of hunger, those which have to do with love of the opposite sex and love of children, the desire to get ahead in the world, the desire for pleasure and comfort, the desire to make money and to accumulate wealth, and the desire for companionship.

Sometimes it is helpful to the copy writer to think of an actual acquaintance who may be typical of a large group and write with this one man in mind. A manufacturer of overalls once made the mistake of advertising the fine appearance of his product, when if he had visualized Henry Jones wearing these garments, he would have advertised durability and service. Henry Jones works in a garage. He gets on the floor under the car and wriggles into all sorts of positions. He is covered with grease and dirt. Now and then he wipes his hands on his overalls. He puts nuts, wrenches, bolts, and screw drivers into his sagging pockets. He does not spare wear and tear. He wants strong, roomy, durable overalls, and looks count for little. After working-hours, however, Henry's clothing wants are different and appearance may count for a great deal.

The advertiser, then, in making his choice of appeals may have to guide him the information that he has collected in the course of his analyses of the article and the market, the data accumulated by psychologists, his own experience and knowledge of human nature, and finally, he has open to him the methods of laboratory and other tests described in Chap. XXVII.

SELF-TEST QUESTIONS

1. Why cannot advertising be called an exact science?
2. What is an instinct?
3. What is the effect of instinct on our actions?

4. How may instinctive actions be inhibited or prevented from taking place? Give an illustration.
5. What instincts are of chief concern to the advertising man?
6. What is the difference between an instinct and an emotion?
7. May a product appeal to more than one instinct? Give an illustration.
8. How do buying motives for a particular product change? Give an illustration other than the ones in the text.
9. What is the meaning of the phrase "getting into the subconscious"?
10. How does suggestive copy secure its effect?
11. How does copy which uses the reason appeal secure its effect?
12. How does suggestive copy compare in length with reason-why copy? Why?
13. What characteristics should a reason-why advertisement have in order to be convincing?
14. What arguments may be offered in favor of each kind of copy?
15. What is a rationalization appeal?
16. How is the advertiser to decide which kind of appeal to use?

PROJECTS

1. In your current *Saturday Evening Post* examine the three cover advertisements, the center spread (the two middle pages), and any single black-and-white page, or as many of these as your instructor may specify. (a) What appeal is used—reason-why, emotional, rationalization, or a combination? Explain clearly. (b) Make a list of all the instincts to which the advertiser could conceivably appeal in advertising his product in general magazines. (c) If an emotional appeal is used in the advertisement you are studying, to what instincts is it directed? (d) Do you think the advertiser has made a wise choice of appeal, or can you suggest one that might be more effective? Give reasons for your answer.
2. Select an advertisement, one of the above or some other in the same magazine, in which the appeal is primarily reason why. Show how it could be converted into an emotional appeal. Suggest as many changes as you wish.

3. Select an advertisement in which the appeal is primarily emotional, and show how it could be converted into a reason-why appeal.

4. Select a product that has a strong appeal to pleasure, but that might be regarded by many as a luxury—air travel, for instance, or a vacation at an expensive resort, or a set of sterling silver for the table. Plan out in detail the material for an advertisement in which the rationalization appeal will be used.

5. For additional practice, try changing any of the advertisements reproduced in this book into some other type of appeal.

CHAPTER X

WRITING THE COPY

Relative importance of copy and illustration. Five "musts" for copy writers. Making copy interesting. Making it clear. Gradations in tone. Restraint versus exaggeration. Enthusiasm. Special objective of the copy writer. Kinds of style. Description. Narration. Exposition. Copy usually a composite. Styles beginner should avoid. Writing for the radio.

WHEN the appeal to be used in an advertisement or series of advertisements has been decided upon, the problem arises of expressing that appeal in copy or illustration or both. The relative importance of illustration and copy is a question that often arises, and one that can be settled by no formula or arbitrary set of rules. There are many highly successful advertisements that contain nothing but copy. There are other equally successful advertisements that contain little if any copy and that rely for their effectiveness almost exclusively on an appealing illustration.

The only possible answer to the question of the importance of copy in an advertisement is that it depends on circumstances. If the purpose of the advertisement is merely to flash a message upon the consciousness of the reader, to remind him of the product, the illustration may well be the all-important thing. If, on the other hand, the purpose of the advertisement is to carry a considerable portion of the selling load, to carry the reader through several or all of the selling steps discussed in Chap. VI, then the need of enough good printed salesmanship to accomplish the purpose becomes apparent. We need not here go into the tests that have been made by research organizations, psychologists, and others to determine just what part of the work is performed by the copy and what by the illustration; but we may assume that since most advertisements contain some copy other

than the mere name of the product and perhaps a slogan, it has value and importance in most advertisements, and so is deserving of the careful attention of students of advertising.

Another fact may well be noted here, and that is that since 1929, when the most severe business depression in our history began, the necessity of getting the greatest possible return for every dollar spent on advertising has caused businessmen to scrutinize their advertisements as never before and to insist that every portion of the advertisement be made to carry its just and fair share of the selling load. This has resulted both in a more intensive study of the art of writing copy and in the development of various systems for the testing of copy before the money is spent to put it into print. Some of these testing methods will be examined in a later chapter; our job now is to get at some of the principles that will help to increase our effectiveness in copy writing.

FIVE "MUSTS" FOR COPY WRITERS

The late Arthur Brisbane, with his customary terseness, once set down the following five "musts" for good advertising:

You must make people see it
You must make people read it
You must make people understand it
You must make people believe it
You must make people want it

Here in a nutshell are all, or certainly the most important, of the principles underlying good copy as well as good advertising in general: You must make people see it, read it, understand it, believe it, and act upon it.

Mr. Brisbane's first "must" has to do with principles of effective display—layout, typography, and color—which are discussed in later chapters. Let us look at the others.

"You must make people read it." How can you make people read your copy? Asking them to read it will not do any good, and there is certainly no law to compel them to read it. You can make them read it in only one way—by

making it so interesting that they will want to read it. Except in the case of textbooks, isn't that almost the only reason why people read anything, because it is so interesting to them that they *want* to read it? It is certainly the reason why they buy the very magazine or newspaper in which your advertising copy appears—because there are stories and articles in it that they are interested in and want to read. They do not buy it because they want to read your copy. Your job as copy writer, therefore, is to make your copy so interesting that once their attention has been captured by the successful accomplishment of Mr. Brisbane's first "must," they will actually want to read what you have written.

If every copy writer would keep this point always in mind, would never forget that he must compete not only with other advertisements, but with the stories, articles, and poems of authors who have been paid good money to make their writings interesting, how much more compelling and vital, and therefore effective, many of the advertising pages of our publications would be!

How, then, can the copy writer make his copy so interesting that people will want to read it? The answer is found in a consideration of the things in which people are most interested. First and foremost, people are interested in themselves, in their own welfare—their appearance, health, comfort, success, social standing, and the like—and in their own troubles and problems. If your copy shows an understanding of these fundamental desires and ways in which the product will advance the reader's welfare or help him solve his problems, it will be interesting. Next, they are interested in the welfare of those dear to them, husband, wife, sweetheart, brothers and sisters, parents and children, friends. Many times a strong and interesting appeal can be made to this altruistic impulse in human nature, especially in the case of articles that may be used as gifts.

Everyone is interested in news, and most products offer opportunities to tie in with this interest. Such opportunities

may be found in the introduction of new products or new models or styles of a familiar product, new ways to use the product, new features that will make the product better, information about where the product may be obtained, changes in price, services available to the purchaser, etc. People are eager to get information that will help to make their lives easier and richer and more enjoyable, and copy that gives such information is almost sure to be interesting. Educational advertising of this character helps in the stimulation of new wants, the gratification of which helps to keep the wheels of industry turning and constantly raises the American standard of living.

Again, copy may be made interesting by appealing to the curiosity. This instinct is present to a greater or lesser degree in every human being, and if the curiosity can be aroused by the headline and the first few words of an advertisement, the reader will be interested enough to read on, at least until he learns the answer. By the time that point is reached, the writer must have tied in with one of the deeper needs or desires discussed above, so that the reader's interest will not be lost before the copy has had a chance to impress its message upon his mind.

"You must make people understand it." This next "must" of Mr. Brisbane's requires that your copy be absolutely clear to the type of person for whom it is designed. Clearness is a matter of word choice and of diction, or the manner in which your words are used. In general, the clearest and simplest words in our language, and at the same time the most vivid and forceful, are those of Anglo-Saxon origin. Copy in which such words abound can scarcely fail to be clear and is not likely to be drab or colorless. The copy writer should constantly study words and make frequent use of a good dictionary. He should not expect the reader, however, to have a dictionary at hand: he should make its use unnecessary.

The requirement of clearness does not prevent the copy writer from using any of the various gradations in tone,

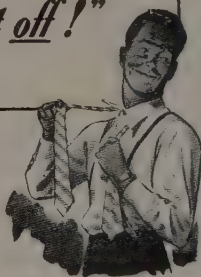
from language that is frankly slangy, on the one hand, to that which is dignified, sonorous, and picturesque, on the other, so long as the tone selected is appropriate for the type of audience addressed, the medium used, and the amount of space available. In the magazine of college humor, the slangy or colloquial tone may be perfectly appropriate. In a technical or scientific publication the style of language familiar to the readers of the publication is wholly suitable, even though it may be so technical that it is meaningless to the layman. In copy intended for the highly educated, a more involved style may be used than in copy for the masses, although even there the simpler Anglo-Saxon style will usually be more vivid and forceful. Certainly in all messages addressed to people in general through the advertising columns of the general magazine or the daily newspaper, the language should be as simple, clear, and direct as the writer knows how to make it. The language that most people speak is pretty sure to be understandable to anybody and is usually appropriate. It is made up of words that are in current circulation among people who habitually speak with reasonable correctness.

The student may ask, "If the above is true, why is slang so often used in some of our magazines of general circulation?" Slang, when skillfully employed, adds a touch of clean humor to the copy and gives it a human note to which many readers will respond. If it is not so extreme as to seem vulgar or offensive, and if it is in current circulation among the class of people for whom the advertisement is intended, and appropriate to the article in connection with which it is used, slang may be harmless; otherwise it not only goes contrary to the requirement of clearness, it becomes a violation of both good taste and good salesmanship. It should also be remembered that today's slang may become good usage tomorrow.

The advertisement of Du Pont No. 7 polish reproduced on page 144 illustrates a mild and inoffensive use of the slangy style in general magazine advertising.

*"Young man...take that
clean shirt off!"*

Ma's foot was really tapping. "Didn't you promise your father—" she began. I stopped her. Yes, I was fully aware of the car-polishing situation, I said, but when a guy's gotta go to a hop, he's gotta go.



"I don't care a rap about your date," Ma replied. "All I can say is that car gets polished *now*!" I just grinned. I went over and clucked her under the chin. I invited her out to the garage to get a load of what Du Pont No. 7 Polish will do to a car.

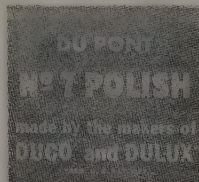


Oh, boy! When I rolled up the door, Ma gave a faint squeak. For there was our bus with the most high-powered dazzle you ever clapped an eye on. "Goodness, Bill," she gasped, "don't tell me you still feel like dancing after all *that* work!" "What work?" I said. "Why, this No. 7 Polish makes car-polishing so easy I invented a new step while I was doing it. Look!"



Seen in "Carnegie of America," Tuesday, 9 p.m. E.D.S.T. NBC

Now works faster and easier than ever



WANT A SAMPLE?

E. I. du Pont de Nemours & Co. (Inc.), Dept. 3-A
Chemical Specialties Div., Wilmington, Del.
Please send a sample of the improved No. 7
Polish—enough for hood and fenders. I enclose
6¢ to help pay mailing costs.

Name _____

Address _____

City & State _____

(Offer good in U. S. only)

CLEAN RUST AND SCUM out of your radiator. The DU PONT COOLING SYSTEM CLEANSER makes your engine more efficient—prevents overheating.

FIG. 20.—In this advertisement slang is used with good effect. See page 143.

Next, "You must make people believe it." This "must" involves not only the principle of truth in advertising, which is the subject of Chap. III, but also the principle of restraint or moderation in our copy. This is a principle which is, unfortunately, all too frequently disregarded. We have all seen copy that abounds in glittering generalities, extravagant claims, and superlative statements which, if not actually untrue, are certainly far from convincing. If you keep constantly in mind the fact that your copy must be convincing if it is to do a good job of selling, you will not allow yourself to violate the principle of moderation in any of these ways. As a rule overstatement is less powerful than understatement.

The practice of exaggeration is often condoned on the grounds that it is necessary to be somewhat overenthusiastic in order to arouse in the buyer's mind enough enthusiasm to make him want the product. To make him believe that an article is *good*, you must tell him that it is the *best* there is; to convince him that some new product might possibly be worth investigating, you must describe it as a "marvelous new invention" or a "sensational development that has set all the world agog." Another excuse sometimes offered is that the copy writer has actually become so enthusiastic about the product that it is natural for him to describe it in terms that are somewhat exaggerated—but it's just harmless enthusiasm; everybody knows that all advertising copy must be taken "with a grain of salt."

The trouble is that such so-called "enthusiasm" is not harmless, because it tends to destroy the believability of the copy that uses it. A few examples taken from a current magazine will illustrate. Many more can be found in almost any general magazine.

Extravagant Language: (italics ours)

(From a trailer advertisement) Your vacation opportunities are *unlimited* . . . fitted with *every* modern convenience . . . *Supremely* comfortable in *any* climate . . . *outstanding* values, etc.

(From a cracker advertisement) *Grand* with drinks, salads, fruit—*glorious* right out of the package.

Superlatives:

The *simplest*, *most dependable* filling device *ever* designed. (A fountain pen.)

Newest personal Christmas cards . . . *biggest* value. (Christmas cards.)

BLANK engines outpull *all other* engines . . . drive easier in *every other way* . . . save more on gas. (A motor truck.)

Comparatives:

Gets white clothes up to 25 per cent *whiter* than many well-known soaps . . . gives up to *twice* the suds—suds that stand up 2 to 3 times *longer*. (A liquid cleanser.)

BLANK trucks will pull out of deep pits and up steep grades *easier* than other trucks regardless of cost or make! (A truck.)

So much *easier* on your throat. (A cigarette.)

The pen that offers *greater* value. (A fountain pen.)

Three times the protection of ordinary sun glasses. (Sun glasses.)

Compare with the extravagant claims and vague generalities of the above examples the sincerity of the simple, straightforward language of the American Railroads copy reproduced on page 147, and the convincing reasonableness of the following copy from an advertisement by the Simoniz Company:

SIMONIZ NEEDED TO PROTECT FINISH!

Why let your car's beauty smolder away in the hot sun? You can easily save the finish with Simoniz. It not only keeps the sun's rays but also weather and dirt from bleaching, dulling, and destroying the lacquer or enamel. All the wear is on the Simoniz so the finish underneath, always safe, stays beautiful. If your car is dull, first use the wonderful Simoniz Kleener. It thoroughly cleans the finish, restoring the lustre and color. Then, each application of Simoniz builds up more beauty . . . and makes the finish last longer. Play safe and Simoniz now!



Here's a
*Taxpaying
Neighbor*
of Yours

RAILROADS last year paid 365 million dollars in taxes—a million dollars for every day in the year.

The important thing to you about these railroad taxes is that they are the same sort of taxes you pay on your home or your farm or business—by far the larger amount is paid to the states, counties and local communities. Every state and almost every county benefits by these payments, which go to support the activities of local government—and thereby help keep your taxes lower than they otherwise would be.

Railroad school-tax money, for example, pays for educating about 1,315,000 children every year. And that is only part of the story. Hundreds of counties depend primarily upon the railroads not only for the support of schools but for the maintenance of courts, law enforcement agencies and public services of all sorts.

So the ability of the railroads to make a living and pay taxes is important to every other taxpayer.

But there is also another side to the railroad tax story.

Because the larger part of railroad taxes is levied against trucks, stations and other facilities which the railroads provide and maintain at their own expense, these railroad taxes are not like those paid by most other forms of transportation. The major part of the fees and gasoline taxes paid by commercial trucks, for example, is spent for their direct benefit on the highways they use. But no part of what the railroads pay in taxes comes back to them to help keep up the trucks over which they operate.

Furthermore, railroads are actually taxed to provide and maintain the waterways and highways on which their competitors do business.

All these facts have a definite bearing upon the railroads' ability to make a living. They are something to figure into any program aimed to give the railroads a fair chance to meet other forms of transportation on equal terms.



American shippers and consumers are saving millions of dollars a year because of better shipping and handling of goods, as a result of intelligent cooperative efforts by manufacturers, merchandisers and transportation agencies in the campaign for "Perfect Shipping and Careful Handling."

Let's all work—now—on still better shipping habits that will be profitable throughout the year.

ASSOCIATION OF **AMERICAN RAILROADS**

WASHINGTON, D. C.

FIG. 21.—Sincere and straightforward copy with reason appeal. See page 146. The Association of American Railroads here advertises cooperatively. See page 428.

Study the advertisements in your favorite magazine and see if you do not agree that moderation and restraint can be just as full of enthusiasm as extravagance and exaggeration, and at the same time far more believable, much stronger in carrying conviction.

Finally, "you must make people want it," referring in this case, of course, to the product. This does not mean that every advertisement is expected to lead to an immediate sale. As explained in an earlier chapter, some advertisements are not intended to do anything more than to leave in the mind of the reader a feeling of friendliness and good will toward the product; but if your copy does not do at least that, if it does not leave the reader with the feeling that if or when he might later be in the market for such a product, he would be favorably inclined toward yours, then it has to that extent failed of its purpose. Even if it has been seen, read, understood, and believed, if it leaves the reader cold it has accomplished nothing, assuming, of course, that the reader is a logical potential buyer of what you have to sell.

To arouse the desired degree of enthusiasm in the mind of the reader, the copy writer must himself have enthusiasm. Enthusiasm has been defined as "a supremely sincere belief in something."¹ This means that the writer must have a sincere belief in the product about which he is writing, gained, if possible, through actual personal experience. If, as is often the case, the writer has had no firsthand experience with the product, he may develop enthusiasm for it through his observation of the experiences of others. But develop it he must, or he certainly cannot hope to impart it to others.

The copy writer has as working tools the same alphabet, the same words, the same parts of speech, the same rules of grammar as the writer of any other form of composition. He has, however, a very definite and special objective—to make a certain *impression* on the mind of his reader. He

¹ Hotchkiss, "Advertising Copy," p. 15.

must allow no flights of fancy, no desire for self-*expression*, no rhetorical effusions or other forms of word trickery to distract him from his purpose. And since space is valuable, he must convey his message without waste of words. In the interest of economy, he must condense and revise and prune his copy until, to quote Arthur Brisbane again, he can "say a hundred words and make his reader think a thousand."

KINDS OF STYLE

Let us suppose we have a vacuum cleaner which we wish to advertise in general magazines. We might do one of several things. We might tell its size, shape, and weight; picture the appearance of its brightly nickeled parts and its smooth ebony handle. Or we might tell the story of its development and manufacture, or of some woman's experience in using it. Again, we might explain its mechanism and show the method of operation or points of superiority over other machines. We have our choice of three kinds of style—description, narration, or exposition. We may decide to use all three.

The *descriptive* style is used in almost all kinds of advertising. By means of description the copy writer draws a word picture of the product. He points out details of size, materials, construction, appearance, and the like, which will help the reader to fix the product in mind and to discriminate between it and competing articles of whose appearance or special features he may not have so clear a mental image.

Descriptive copy may be either *objective* or *subjective*, or it may combine both forms. Objective description pictures the object itself, or details of the object, as it actually appears to the eye. Its purpose is to create a mental image of the thing described. It is useful when the advertiser wishes the reader to visualize clearly the size, shape, color, dimensions, construction, or appearance of the article or of its parts.

The following example, taken from an advertisement in a general magazine, will illustrate its use:

HER TABLE GLEAMS WITH A NEW BEAUTY

MORE and more women are buying this new tableware—correct, beautiful and practical—fashioned by skilled craftsmen from ARMCO Stainless Steel.

These gracefully patterned knives, forks and spoons *will not tarnish*. They are made of *solid* stainless steel—the same metal all the way through.

Their hard, smooth surface resists scratching and will not stain. Eggs, for example, wash right off. Easy to clean . . . soap and water restores their appealing luster.

And best of all, quality stainless steel costs you no more than plated ware.

Today the knife blades of even the most expensive table services are made of stainless steel . . . another indication of the merit of this lovely *lifetime* metal.

Ask for Armco Stainless Steel when you buy. The Armco name stands for quality stainless steel in tableware, cooking-ware and other household equipment. Just fill in the handy coupon below for complete information.

Subjective description pictures the article in terms of the satisfaction, pleasure, or benefit its possession will bring to the user. It draws upon the imagination of the reader and helps him to see the object, not as a mere physical article, but as something desirable, agreeable, or useful for him because of the characteristics it possesses.

It gives an impression of excellence rather than a picture of detail.

Good subjective description is harder to write than objective description, but it has a stronger selling appeal and is therefore more widely used. Many advertisements of the descriptive type use both kinds, thereby appealing both to the imaginative person and to the matter-of-fact person who gets a better idea of an article when it is pictured to him as his senses actually perceive it.

On page 127 is an advertisement that uses both kinds, and on this page and on page 121 are some examples of the subjective type.

With Yale on guard at home, you can really enjoy your vacation . . . because you have that peace of mind that results from absolute confidence in your locks.

(Yale locks)

DON'T BE CASH CONSCIOUS!

CARRY AMERICAN EXPRESS TRAVELERS CHEQUES

No need to feel that gnawing fear of loss or theft when your travel funds are protected by American Express Travelers Cheques. . . . No thief wants American Express Travelers Cheques; no casual finder can profit from them . . . if they are uncountersigned. For American Express Travelers Cheques are your own personal funds, spendable only by you. Your signature protects you. You sign your name in the upper left corner. When you wish to spend a cheque, you sign your name again in the lower left corner. If lost or stolen, uncountersigned, the value will be refunded in full. Safe everywhere, spendable everywhere, American Express Travelers Cheques leave you free to enjoy yourself *anywhere*.

(American Express Travelers Cheques)

THE PAUSE THAT REFRESHES

The need to pause for refreshment comes to everyone . . . whether in the heat of a busy day or the cool of a calm evening. Ice-cold Coca-Cola is for such a moment . . . to add its refreshing life and sparkle to your relaxation.

(Coca-Cola)

The *narrative* style, or "story copy," is suitable when the writer wishes to make a vivid human-interest appeal to the emotions, tastes, or personal side of the reader. It is usually built around some simple but interesting situation such as the reader himself might experience. If the copy is well written, the story will lead smoothly and naturally into a statement of the merits of the product. The advertisement of Hotels Statler on page 152 shows a well-handled example of this kind of style.

WHAT! MY DAUGHTER!

(Taken from Statler Service Records)

In the bright, golden glow of the reading lamp, Cameron Scott of Memphis lounged in an easy chair in his room at the Buffalo Statler. He was tired but he had that comfortable feeling of satisfaction a man gets when a hard day's work has been well done. Idly he flipped the dial of the radio. Idly he skimmed the pages of a new detective story.

Suddenly the phone rang. With a gesture of impatience at having his evening interrupted with what he supposed would be a business call, Cameron Scott lifted the receiver.

"Have you a daughter named Anna Louise?" asked a woman's voice. For an instant Cameron Scott was afraid, with the nameless fear all fathers with tiny daughters will understand.

"What! My daughter! Is there any trouble?" he asked.

"Oh, no," replied the calm, pleasant voice, "just a nice little surprise for you that I think you'll enjoy very much; Mr. Scott. I'll send it right up."

Soon a bell boy knocked at the door and Cameron Scott held in his hand a card he would treasure all the rest of his life. Little Anna Louise didn't know much about other men. She thought her Daddy would be the most important person wherever he might be. So in her childish scrawl, she addressed the card simply: "*To my Daddy, Hotel Statler, Buffalo, New York.*"

Our mail clerk had taken that in her stride. She knew how precious such a card would be to Anna Louise's daddy, whoever he might be. He was going to get that card if she had to turn the office upside-down.

The postmark was the only clue—Memphis. Quickly she checked registrations—and found several guests from Memphis. Then she telephoned to each, "Have you a daughter named Anna Louise?"

It never occurred to our mail clerk that she was doing anything dramatic or unusual. Every Statler employee is trained to think through on the "little things," as a matter of course. We think these "little things" are the secret of rest, relaxation, and enjoyment for our guests. It was thinking about the "little things" that caused us to sterilize and wrap each guest room drinking glass. We try to "think from the guest's point of view." That's why we maintain the famous Statler Research, which tells us what

guests like and how we should change *ourselves* to keep up with their needs.

That's why experienced travelers always prefer to

STAY HOTELS STATLER

This advertisement, it will be observed, is written in the third person, with the writer as the narrator. To tie up the story more closely to the reader's situation or experience, it may be told in the form of a monologue or dialogue, in which a real or imaginary user of the article is represented as relating his experience to someone not yet convinced.

In the following advertisement of Coolerator a user of the article is represented as speaking:

"TO HEAR US TALK YOU'D THINK WE WERE
MILLIONAIRES . . .

"You see we wanted the best refrigerator money could buy. But here's the funny part . . . we saved \$100!"

"I CONFESS I'M NO HEIRESS!"

And Jim—well, he's got a great future. But to hear us plan our new home you'd think we were *made* of money. Everything had to be the best we could buy. Take the refrigerator, for instance.

I insisted that it give me plenty of room for storing food, so I could take advantage of weekend sales and stock up. Then my refrigerator would have to keep those foods really fresh. None of that wretched drying out or mingling of odors or bother with covered dishes. . . .

Jim had definite ideas about our dream refrigerator, too:

"I WANT PLENTY OF ICE CUBES!"

"And I want 'em *quick*," he added. "Not those cloudy, mushy affairs that make drinks taste funny, but clear, sparkling cubes that make drinks taste better."

He also remarked that he didn't want to pay a fortune for repairs.

Well, we looked and looked at refrigerators until I thought we'd drop. None seemed to fill the bill—not even the ones we couldn't afford! Then one day I noticed an ad in our

local paper: "Try Coolerator 10 days free!" That stopped me.

Today we're the proud owners of what we consider the finest refrigerator money can buy. Yes, it's a modern air-conditioned Coolerator. A beautiful big one that does all we ask of it—and more! Keeps foods fresher and better-tasting . . . turns out plenty of perfect ice cubes *in only 5 minutes* . . . and because there's no machinery, it never makes a sound, never needs repairs!

How much? That's the funny part. Coolerator, with all its wonderful advantages, actually saved us all of a \$100. Better try one of the new models yourself—free for 10 days!

The universal popularity of the "funnies" in the newspapers has in recent years carried over into advertising, and many advertising stories are now told in the form of comic strips in which the characters tell some anecdote or experience that illustrates the merits of the product. Whether this will remain as a permanent style in copy writing or is just a passing fad, time alone will tell. An example is shown in Fig. 22 on page 155.

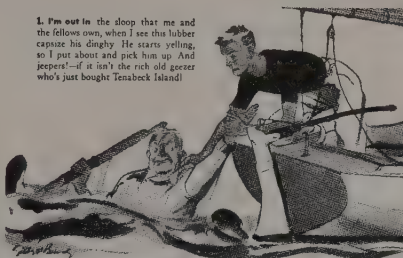
Whether ordinary narrative or the monologue or dialogue form is used, the story should be full of human interest, intimate and personal in tone, and carefully built to conform to the selling formula—attention, interest, desire, decision, and action. Narrative copy is well suited to the advertising of food products, tobacco, automobiles and automobile accessories, home-building materials or furnishings—in fact, to almost anything which has an intimate, human-interest appeal.

When dialogue is used, a secondary character is introduced to put leading questions or comments, in reply to which the person representing the user of the product tells of his experience with it and points out its desirable features.

A form of narrative copy which has been effectively used by many manufacturers is the *historical* advertisement. The development of the manufacturer's business, the experiments that have been made in the effort to find ways of improving the product, the story of the difficulties, dangers,

A Million Dollars yelled for Help!

1. I'm out in the doop that me and the fellows own, when I see this lubber capsize his dinghy. He starts yelling, so I put about and pick him up. And jeepers!—if it isn't the rich old geezer who's just bought Tenabeck Island!



2. He's wet as a skato and twice as peevish, so I ask him to have some good hot coffee. "Coffee!" he howls—and turns purple. "I'd give up three directorships if I could drink coffee—but the caffeine won't let me sleep!"



3. "Try this, sir," I say to Old Moneybags. "It's Sanka Coffee, 97% caffeine-free, so it CAN'T keep you awake!" The old boy looks suspicious. "Don't you worry," I add. "It's real sure-enough coffee!" So he samples it.



4. "Young fellow," he booms, holding out his cup for seconds, "this Sanka is the finest coffee I ever tasted!" "Right, sir," I pipe up. "You see, it's this way—only the caffeine is taken out—all the flavor stays in!"



5. Next morning Old Moneybags comes prancing down on the dock. "Can't believe it!" he says. "Three cups of Sanka Coffee and I slept like a log! Say, how about teaching me to sail my new boat—at your own figure!"



6. Since then, he tells me he checked up on Sanka with his doctor...and found that the Council on Foods of the American Medical Association says: "Sanka Coffee is free from caffeine effect, and can be used when other coffee has been forbidden."



SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE...DRINK IT AND SLEEP

"Drip" or "Regular" Grind. Get a Can at Your Grocer's Today!

KEEP COOL with ICED Sanka Coffee...It's delicious! Be sure to make it strong—as all good iced coffee should be made—one and a half heaping tablespoons to a cup of water.

FIG. 22.—Narrative copy in comic-strip form. See page 154.

or adventures connected with the production of the raw materials, notable examples of the service rendered by the product, all make good material for historical copy that is both interesting and instructive.

Exposition is that form of copy which "sets forth" or explains the construction, operation, uses, and points of superiority of the advertised article. It is appropriate chiefly for advertising things that appeal to the reason or the business sense of the reader. It will be found in advertisements of household and office appliances; investments; technical products such as machinery, building materials, heating systems, and the like; and to some extent in the case of articles which are usually advertised through human-interest copy.

The following passage from a Bon Ami advertisement is mainly exposition, explaining why the product is good for cleaning windows. A touch of narrative style will also be seen in this copy.

"ONLY BON AMI GETS WINDOWS CLEAN
ENOUGH FOR ME!"

Why? Because Bon Ami *Cake* does much more than remove dirt thoroughly and quickly. It goes two steps beyond this. First, it leaves your windows with a crystal clear polish. Second, it leaves no oily film on the glass. This means that windows cleaned with Bon Ami tend to "shed" dirt—and stay cleaner longer than you'd ordinarily expect. Why not use BON AMI *Cake*—and reduce your own window cleaning to a minimum?

"You, too, will see a big difference!"

"I've found," says a new user of Bon Ami, "that almost anything wet will get dirt off windows. But what good is a 'dirtless' window—if it doesn't sparkle and *look* clean?"

Then she points out what millions of women already know: "Bon Ami *Cake* has a special *polishing action* all its own. There's nothing like it to make windows really shine!"

"ROVER, MOVE OVER, I'M HERE FOR THE NIGHT -

DON'T TELL ME THAT YOU'RE ON A SPOT?

IT BEGAN AT THE REEDS' WHEN I LAUGHED AT THEIR LIGHT AND BELIEVE ME IT WASN'T SO HOT!

A 40 WATT BULB WHERE A HUNDRED SHOULD BE - CAN YOU BLAME ME BECAUSE I SAW RED?

NOT I, MY DEAR PAL, BUT I'LL BET YOUR WIFE DID! I'M DYING TO HEAR WHAT SHE SAID!

SHE SAID "HEAVEN KNOWS THAT LIGHT WAS NO ROSE - BUT YOU ACTED SO SILLY, AND THEN SAID YOU'D LEND 15¢ FOR A NEW G-E BULB! WE'LL NEVER GET ASKED THERE AGAIN!"

YOU'RE WELCOME TO STAY HERE AS LONG AS YOU LIKE - I MIGHT EVEN LOAN YOU A FLEA!

THANKS BUT I HOPE I'LL BE GONE WITH THE DAWN HERE'S WHAT MY FOND WIFE DIDN'T SEE...

AS I STARTED TO LEAVE WITH MY WIFE IN A PEEVE, MRS. REED PUT HER HAND ON MY SHOULDER, AND WHISPERED, "YOU'RE RIGHT! OUR LIGHT IS A FRIGHT I'LL FIX IT 'ERE I'M A DAY OLDER!"

IF DARKNESS OWES YOUR GUESTS THE FIDELITY, TRY MIGHT-SIZE BULBS INSTEAD OF MIDGETS FOR READING, HUNDRED WATTS OR STRONGER GET G-E! THEY'LL STAY BRIGHTER LONGER

Protect your Eyes - Get the right size!

G-E 5 BOTTLE SCOT TABLE AND TALL, ANGLE FLOOR LAMP, BATHROOM, GARAGE	100 WATT	15¢
LARGER 5 1/2 TABLE AND FLOOR LAMP, BEDROOM, HALL, WORKSHOP AND DINING ROOM	150 WATT	20¢
POCKET READING LAMP AND PIN-TO-WALL LAMP WITHOUT SWITCHING BOY	75 WATT	15¢
BATHROOM - WALL BRACKETS DESIG. MIRROR	40 OR 60 WATT	15¢
G-E 3 THREE LIGHT FLOOR LAMP AND PICTURE DESIGNED FOR 3 LITE BULB	300 WATT	60¢

AND G-E ALSO MAKES A LAMP IN 7 1/2, 15, 30 AND 60 WATT SIZES FOR 10¢

G-E MAZDA LAMPS
GENERAL ELECTRIC

FIG. 23.—Humor in advertising. See page 158. The cuts were made from line drawings. See page 217. The backgrounds and other shadings were made by Ben Day. See pages 219-220.

Description *pictures* the product or the results of its use. It answers the questions: "How does it look?" "What will it do for me?"

Narration *tells a story*. It answers the question: "What happened?"

Exposition *explains*. It answers the questions: "How?" "Why?" How does the product operate? How was it made? Why is it good? Why is such-and-such a claim true?

Often, of course, two or even all three of these forms of writing are used in the same advertisement, either merging smoothly into one another or separated by the natural divisions of the copy. The student should endeavor to gain a clear understanding of each of them, and practice writing them, so that he can consciously turn his hand to description, narration, or exposition as occasion requires.

The use of humor, allegory, poetry, and other out-of-the-ordinary forms of style should not be attempted by the beginner in advertising and need not be considered here. They are difficult and dangerous, and there is enough to do for a while in mastering the principles and practice of ordinary straightforward prose. A good example of humor is shown on page 157.

WRITING FOR RADIO

The writing of copy to be read over the radio presents problems peculiar to that form of advertising. The length of commercial announcements varies somewhat but all are comparatively brief. Moreover, the copy must be written so that it will *sound* well. This eliminates words that are harsh or difficult to pronounce. Sometimes commercials are dramatized. Frequently the artists who take part in the program help in the commercials. Further comments on writing for the radio will be found in Chap. XXII on Radio Advertising.

SELF-TEST QUESTIONS

1. Upon what basis may the relative importance of copy and illustration in an advertisement be determined?

2. Why is the preparation of copy worthy of serious study and of prepublication testing?

3. What are the five things a good advertisement must do?

4. Can the copy writer make people read his copy? If so, how?

5. How can advertising copy be made interesting?

6. What are the most important requirements for clearness?

7. Discuss the question of tone in advertising copy.

8. Is the use of slang ever justifiable? If so, when?

9. The prevalence of superlative and extravagant language in current advertising seems to show that the copy writer may "go as far as he likes" as long as his copy is not actually false or misleading. Discuss.

10. Must an advertisement, to be considered good, always make people want the product? If not, is Mr. Brisbane's fifth requirement valid?

11. Why is sincerity in copy necessary? Can one write with sincerity about a product that he does not know from firsthand experience?

12. How does the work of the copy writer differ from that of the writer of literature?

13. How is description used in copy writing? Explain the difference between *objective* and *subjective* description.

14. Which is the more difficult to write? Why? Which has the stronger appeal? Why?

15. Explain the various ways in which narration may be used.

16. What are the characteristics that good narrative copy should contain?

17. For what kinds of articles is narrative copy suitable?

18. What is historical copy?

19. What is exposition? For what kinds of products is it suitable?

20. Do you think the comic-strip style of advertising is a permanent development, or just a passing fad? Why?

PROJECTS

1. From some current magazine select an advertisement that seems to you to be rather dull and uninteresting. Rewrite it for greater interest.

2. Select an advertisement that does not seem entirely clear. Rewrite it, using shorter, simpler words. Try to make it absolutely clear.

3. Select an advertisement that uses considerable technical language. Rewrite it so that a child of ten could understand it.

4. Select an advertisement that uses too many superlatives or other forms of extravagant language. Rewrite it to make it more convincing.

5. Select an advertisement that lacks enthusiasm and see if you can "pep it up" without overdoing it.

6. Select an advertisement that abounds in slang and rewrite it in a more literary style.

7. Select any article with which you are familiar and which you can sincerely recommend. Write the copy for an advertisement of this article to be published in a general magazine. Careful planning should precede the actual writing. First, you will want to know the purpose of the advertisement, the class of people you wish to reach, the size space to be used, the appeal, and the copy theme or main idea of the advertisement. Then you must decide which of the kinds of style discussed in this chapter you are going to use. You will probably want to read other advertisements of your product to get talking points for your ad, but if you really want practice in copy writing, you will not allow yourself to "borrow" any of their language; the advertisement when finished will be your own.

Unlimited practice in copy writing may be had by following the suggestions of this exercise, varying the details for each assignment. Specifications may be decided upon by the student himself or may be assigned by the instructor.

CHAPTER XI

THE HEADLINE

Functions of headlines in the sales process. Attracting attention. How complete should a headline be? Arousing interest through curiosity. Mentioning the product. Referring to the illustration. Selecting the audience. Direct command. Featuring price. Difference between advertising headlines and news headlines.

THE purpose of a headline is to attract attention, arouse interest, and thereby induce further reading. It may go so far as to cause desire in some degree, but one can hardly imagine a headline that would cause decision and action without at least previous knowledge of the product advertised.

If, then, the headline must accomplish in part the first and second stages of a sale, and if it is depended upon to cause the reader to investigate further, its construction is an important part of advertising.

While many headlines tie up with the illustration in the advertisement, this is by no means the rule. In national advertising, illustrations are not always used and, in most retail advertising, illustrations are not so important as in magazines.

In attracting attention the headline is an important factor, but not the only one. The general appearance of the entire advertisement attracts attention but the headline focuses the attention upon the wording.

Attention is attracted by a headline, first, on account of the size of the type, and, second, by the wording. The question of type is treated under the chapter on Typography, so that in the present chapter we shall consider wording only.

ATTRACTING ATTENTION

The headline must not only attract attention but it should do so in a pleasing manner. Frequently unmannerly headlines are seen, mostly in newspapers, which tend to repel rather than attract. "Wake Up!" "Get Wise!" "Do It Today!" "Big Slaughter in Prices!" "Don't Be Foolish"—these headlines may attract attention, especially when they appear in big type, but they do not arouse confidence or impel people to buy.

A salesman entering the office of a businessman does not rush in and slap his prospect on the back, nor does he stand on his head or act like a clown. He approaches his prospect like a gentleman and assumes that the businessman is also a gentleman. People resent familiarity and any attempt to bulldoze them into doing something that they do not want to do.

HOW COMPLETE SHOULD A HEADLINE BE?

Opinions disagree as to how much of the story the headline should tell. Some copy writers argue that if it tells too much the readers will not be interested to go farther. Consequently they favor a headline that merely arrests the attention and arouses the curiosity enough to make readers want to read the message. Other copy writers say that many people read only the headline and if it tells as much of the story as possible they are that much ahead.

Much has been written on the subject of the length of the headline. As short as possible is a good rule, yet no principle of brevity should interfere with the message. If it takes more words to express the thought, they should be used. Where a headline has to be broken into two or more lines it should be broken according to sense even though the lines may be of unequal length.

Many headlines are followed by subheadlines and frequently both together contain the substance of the advertisement. Too much emphasis cannot be placed on the

importance of the headline. It has been found in testing the units of advertisements that the right kind of headline increases the effectiveness of the copy. In certain mail-order advertising a slight change in the headline has been known to increase the returns two or three times.

Headlines may appeal to any one of the desires and tendencies mentioned on pages 115 to 118. However, the following are the most common forms of headline appeal:

• AROUSING INTEREST THROUGH CURIOSITY

The purpose of this type of headline is to get the interest of the reader through curiosity so that he will want to read more. Some examples of curiosity headlines are

"Back to Town." Interwoven socks arouses the curiosity of the reader by this headline.

"Longer Life-Line," says Quaker oil.

"I've Lost Charlie at the Races." Statler Hotels use this headline to introduce an advertisement telling of the service Statler Hotels render.

"Tough, But O So Gentle," says an advertisement for Hastings piston rods.

"Hot—But Not Bothered." Havoline motor oil uses this in connection with a picture of a horse wearing a straw hat.

"You Don't Ask Your Wife To Fill These." "These" refers to a pair of shoes in an advertisement for the Bankers Life Company. See page 123.

MENTIONING THE PRODUCT

Many headlines contain the name of the product in the head or subhead.

"Get Mobilgas For Balanced Performance." This topic is then treated in more detail in the copy.

"Hartford Celebrates Its 5 Millionth Underwood." This is an Underwood-Elliott Fisher advertisement.

"Speedline Corona" is a headline of an advertisement of L. C. Smith & Corona Typewriters Inc.



"Oh, darling, it's lovely!"

For the Girl of Your Choice
the Ring of HER Choice
 a ^{GENUINE-REGISTERED} **Keepsake**



HUDSON Set \$197.75
 Engagement ring 100.00



ELEGANTE Set \$125.00
 Engagement ring 75.00



BROOKLINE Set \$200.00
 Engagement ring 150.00



HERMOSA Set \$125.00
 Engagement ring 75.00



CLASSIC Set \$97.75
 Engagement ring 75.00



IT'S a grand way to start your life together . . . with the traditional symbol of the engagement—a lovely genuine registered Keepsake Diamond Ring. How she loves its glorious color, its distinguished styling . . . its time-honored quality. She especially appreciates your thoughtfulness in selecting a Keepsake because it is the ring she herself would choose.

You can select your Keepsake with confidence because with every ring comes the Certificate of Quality and Registration—your protection against an unwise choice.

Authorized Keepsake Jewelers the country over offer diamond values made possible only by expert selection and appraisal. There is a Keepsake for every taste and purse. Extended payments can usually be arranged. Ask your jeweler to show you the newest Keepsake styles in matched sets of engagement and wedding rings . . . or write to us for the name of the nearest Keepsake Jeweler.

Send the coupon below or write for the helpful book for coming brides and bridegrooms which gives advance information regarding the Etiquette of the Engagement and Wedding.

This Keepsake Certificate of Quality and Registration enables you to buy with confidence. Keepsake is the registered trade-mark of A. H. Pond Co., Inc., Syracuse, N. Y.

ROMANCE AHEAD? Send Coupon or write for Etiquette Book



Keepsake Diamond Rings,
 214 S. Warren St., Syracuse, N. Y.

Please send valuable book, "Etiquette of the Engagement and Wedding." Enclose 10c to cover mailing expense.

Name.....

Street and No.....

City.....

—SIP 1-40

FIG. 24.—The important word in this headline is "Keepsake," the name given to a line of diamond rings which the advertiser distributes. See page 165. Also a good example of sex appeal. See page 122.

"Look! It's a Keepsake." "Keepsake" is the trade-marked name of jewelry advertised by A. H. Pond Co., Inc. See advertisement on page 164.

"When You Say Pennsylvania" is an oil advertisement.

"More Brass Tacks Concerning Comptometer Economy," says the Comptometer Company.

"In Tangled Traffic You're Safe with Champions." This is a spark plug advertisement.

"Why Mobiloil Keeps Engine Clean," is a Mobiloil headline.

REFERRING TO THE ILLUSTRATION

A good many headlines must be read in connection with the illustration to make sense. Attention is attracted and interest aroused by the combination of words and pictures. Many times the illustration, as explained in Chap. XIII, presents in dramatized form the idea contained in the headline, which in turn sounds the keynote for the copy.

"As Powerful as it Looks." With this is an illustration of the Delco battery.

"This May Save You From an Accident." Accompanying this headline is a hand holding a package of Bon Ami.

"But You Promised Me a Meadow!" Borden's cow Elsie complains about her World's Fair accommodations.

"You're Looking at the No. 1 Transportation of the World." This was used in a cooperative advertisement for railroads. The illustration showed a train coming around a bend at high speed.

"Lucky We Took Our Camera to the World's Fair." This was used by the Pittsburgh Plate Glass Company. In the advertisement a man was shown using a camera to photograph tips on how to use glass in his new home.

SELECTING THE AUDIENCE

Headlines can be so written as to select the readers; they may appeal to a particular class of men, women, or even children. The following are examples of headlines of this type:

"Meet the Man Who Really Needs Mimeograph Supplies."

"Are Your Salesmen Haunted by Murdered Sales?" This heads an advertisement of Associated Business Papers.

DIRECT COMMAND

This type of headline is based on the theory that people tend to do what they are told to do.

"Discover America Again." This is a headline of an advertisement run by the state of Pennsylvania.

"In Driving Be Safe With the Guide Super-Ray." This is from an advertisement of guide lamps for automobiles.

"Keep it Clean With Purolator." This is a command of the Purolator oil filter.

FEATURING PRICE

The feature of price in headlines is more common in retail advertisements than in magazines. However, we find such advertisements as the following in general magazines:

"The Greatest Gold-Mine of Business Ever Crammed Into one Volume for 89 cents"—The Business Encyclopedia.

"Now You Can Buy Threadline at 49 cents."

"World's Fair Experts Adopt 35-cent Window-Shade."

"\$19.95 Sale Rogers Silverplate."

"Typewriter Brand New, only \$19.95 and up."

"Midget Pocket Radio, \$2.89."

DIFFER FROM NEWSPAPER HEADLINES

Advertising headlines differ in purpose from headlines on news articles. It is no part of the news headline to sell an article or service. It usually summarizes the gist of the article in a few words and one of the accepted rules is that there must be a verb in the first deck—*i.e.*, the top line or lines. The advertising headline has back of it the psychology of selling and is constructed with that in mind. It is not limited in number of letters and spaces as

is the newspaper headline so that the writer has greater latitude in the number of lines the headline may require.

In some advertisements there are no headlines at all, the writer depending entirely upon the picture. Nor are headlines always at the top of the advertisement. In general we call them headlines if that is their purpose, no matter whether the writer has seen fit to place them at the top, side, or even center.

Inasmuch as the selling process starts with the headline, too much study cannot be given to it. We cannot afford to be facetious, flippant, or anything but frank, honest, and sincere. Cleverness has no place here because if any advertising copy calls attention to its cleverness it calls attention away from the article advertised.

SELF-TEST QUESTIONS

1. Why is the headline an important part of an advertisement?
2. How does the headline attract attention? What must it do besides attracting attention?
3. In what two principal ways may attention be attracted?
4. How complete should a headline be?
5. How may curiosity be aroused through headlines?
6. How may the headline be tied to the illustration?
7. What is meant by "selecting the audience"?
8. How may the direct command be utilized?
9. How do advertising headlines differ from news headlines?
10. What is the best length for a headline?
11. Why is cleverness out of place in a headline?

PROJECTS

1. Advertising men agree that the headline is one of the most important features of an advertisement. The ideal headline, according to many authorities, does three things: (a) arouses curiosity, (b) contains news value, (c) appeals to the self-interest of the reader. In the current issue of *Collier's* or *The Saturday Evening Post*, study the headlines of the first 10 full-page or double-page advertisements. Clip them out, with enough of the adver-

tisement to show what the headline is intended to do; mount each on a separate sheet of paper, and give each headline a percentage rating, (a), (b), and (c) being rated at $33\frac{1}{3}$ per cent each. Comment briefly on each, explaining why you rate it as you do.

2. Proceed as in Project 1, using some of the larger advertisements in a local newspaper.

3. In the current *Collier's* or *The Saturday Evening Post* find several headlines that you consider poor. Show what is wrong with them; then change them so that they will rank higher in percentage, using the rating scale suggested in Project 1.

4. Below are five headlines actually used in advertisements of the products indicated. Suggest for each one the appeal you think should be used, the kind of style you would recommend for the copy, and the type of illustration you consider most effective for a full-page advertisement in a general magazine. If necessary in order to make your ideas clear, give a fairly complete description of the entire advertisement as you would build it around the given headline.

(a) "A Woman Never Forgets the Man who Remembers."
(Whitman's chocolates.)

(b) "It's Easy to Stay Young Electrically!" (General Electric household appliances.)

(c) "My Heart Stood Still . . ." (Perfect Circle piston rings.)

(d) "Life Begins in Autumn." (The Greyhound Lines.)

(e) "Any Time is Hospitality Time." (Toastmaster Hospitality Set.)

CHAPTER XII

TRADE-MARKS AND SLOGANS

Development of trade-marks. Definition of trade-mark. Use of trade-marks in advertising. May have selling value. Registration in the Patent Office. Radio "trade-marks." Specifications of ideal trade-mark. Trade names and trade-marks. Coined names in the dictionary. Forms of trade-marks. Value of slogans. Slogan cannot be registered. Characteristics of a good slogan. May be a copy theme. Some well-known slogans. Effect on sales organizations. Cooperative slogans.

AS FAR back in history as men began to make things to sell, they impressed upon them some sort of mark, symbol, or design, the purpose of which was to let people know that the article was made by some one man. They may have done this from mixed motives. It is natural for a boy to want to cut his initials on a tree, a desk, a fence, or on something that belongs to him. So it was natural for a maker of any article to want to place upon it some mark that would identify it. If he were an especially skilled artisan, his mark added value to the thing he made. Because in early times not many people could read, the marks were frequently pictorial. Those who were more learned might use a monogram or some device to denote the place of manufacture.

The question of trade-marks assumed new importance with the specialization of labor, the growth of factories, and the increase of commerce. For if a manufacturer has adopted a particular symbol or picture or word to stamp upon each thing he makes, it follows that he must be protected by law in the use of his particular trade-mark. Unless he is so protected, buyers cannot be certain that they are getting what they ask for and the manufacturer loses the asset of good will that he has built up with great care and expense.

DEFINITION OF TRADE-MARK

In the following paragraphs a trade-mark is defined and information is given as to what cannot be registered:¹

A *trade-mark* is a distinctive word, emblem, symbol, or device, or a combination of these, used on goods actually sold in commerce to indicate or identify the manufacturer or seller of the goods. The mark must have been used in interstate or foreign commerce, or in commerce with the Indian tribes, *before* an application for registration can be filed in the Patent Office.

A trade-mark *cannot be registered* if it contains immoral or scandalous matter. No one can register a mark including the flag or coat of arms or other insignia of the United States or any simulation thereof, or of any State or municipality or of any foreign nation, or of any design or picture that has been or may hereafter be adopted by any fraternal society as its emblem. Registration is prohibited of any name, distinguishing mark, character, emblem, colors, flag, or banner, adopted by any institution, organization, club, or society which was incorporated in any State of the United States prior to the date of adoption and use by the applicant provided use by the organization was prior to use by applicant. No portrait of a living individual may be registered as a trade-mark except by the written consent of the individual, nor may the portrait of any deceased President of the United States be registered during the life of his widow except by written consent of the widow. No mark which is identical with that used by another on the same class of goods or so nearly resembles it as to be likely to cause confusion in trade, can be registered. These limitations do not prevent the registration of a trade-mark merely because it is the name of the applicant, provided it is distinctively written or printed.

Any mark which has been in actual and exclusive use as a trade-mark by the applicant during the 10 years next preceding Feb. 20, 1905, may be registered, and such a mark when once registered may be registered when used on other goods of the owner of the mark.

Specimen trade-marks are shown on the opposite page.

¹ From a pamphlet issued by the U. S. Department of Commerce, revised May 31, 1931, entitled "General Information about Protection of Trade-marks, Prints and Labels."



FIG. 25.—Specimens of well-known trade-marks. See page 170.

USE OF TRADE-MARKS IN ADVERTISING

A trade-mark is primarily intended for use on merchandise or the package in which it is contained; its use in advertising is supplementary. Some advertisers show their trade-marks only as they appear on packages or products pictured in illustrations while others display them apart from product illustrations.

Important as trade-marks are it is well to remember that usually the most important thing to impress upon the minds of the public is the name of the brand. For instance, the trade-mark of the Buick car has been continually advertised for many years. It consists of the word "Buick" written diagonally across a square. It is the brand name, however, that is important rather than the trade-mark. This is true of many products whose manufacturers display trade-marks and trade characters prominently in their advertising, which, no doubt, would be successful without any trade-mark display. However, if the name is prominently shown set or hand lettered in a distinctive type, whether in the form of a trade-mark or not, and that type is continuously used, the name stands a better chance of being remembered.

Modern merchandising is largely built around brand advertising. Chain stores may have brands of their own which compete with brands of national advertisers, yet most of them are compelled to handle advertised brands and sell them to customers who ask for them.

MAY HAVE SELLING VALUE

Some trade-marks in addition to denoting origin have a decided selling value. The pictorial trade-mark of Old Dutch Cleanser showing a Dutchwoman "chasing dirt" presents in a strong aggressive way the fact that the product will clean.

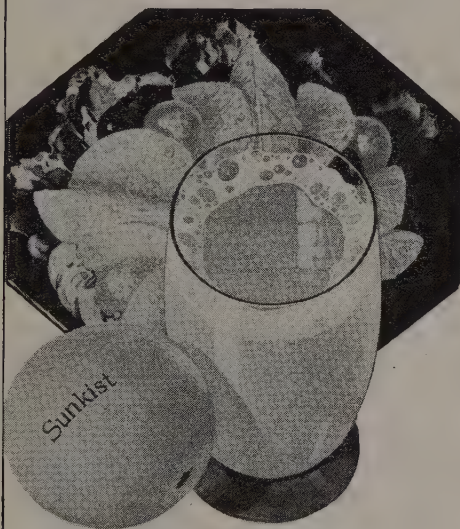
Some products are difficult to trade-mark. The Bigelow-Sanford Company solved its problem by attaching a tag to the rug. Lumber and citrus fruits are now being trade-

Charm

THAT ATTRACTS OTHERS

comes from within...

AND GOOD HEALTH IS ITS FOUNDATION!



LOOK FOR THE "Sunkist" STAMP—Only California and Arizona send you oranges the year around, and Sunkist Oranges come only from these two states. "Sunkist" stamped on the skin identifies the top quality fruit...tree ripe...individually inspected...best for juice and every use! This summer they're the finest ever, plentiful in any size you want. Buy two or three dozen Sunkist Oranges at a time for economy.

Sunkist

California Oranges

Best for Juice—and *Every* use!

Hear "Hedda Hopper's Hollywood"—Many CBS Stations—MONDAYS, WEDNESDAYS, FRIDAYS



"VITALITY! SPARKLE! THEY COUNT MORE THAN PRETTINESS! AND THEY ARE HEALTH-SENT GIFTS.."



"YOU MAKE THE NOT UNUSUAL MISTAKE YOU EAT 'PLENTY'—BUT GET TOO FEW VITAMINS AND MINERALS TO BE YOUR MOST ATTRACTIVE SELF.."

Government studies show: hardly half of us get enough vitamins and minerals to feel our best!

Your charm...your husband's success...your children's growth and resistance...all go hand in hand with health!

So be sure your family's daily diet includes the abundance of vitamins and minerals needed for radiant vitality. Fully half our families need more of these essentials, says the U. S. Department of Agriculture.

And nothing else is so delicious and so good for you as fresh orange juice!

It is your richest everyday source of vitamin C. An 8-ounce glass supplies your normal daily requirement of this vitamin and one-third your need of vitamin B.

It gives you vitamins A and C, also—and the minerals calcium, phosphorus and iron.

So have BIG glasses of fresh orange juice for all your family each morning. Include Sunkist salads and desserts in lunch and dinner menus.

Let health begin at breakfast—daily!

FREE BOOKLET OF 200 RECIPES! Send for this colorful, illustrated collection of tried and tested ways to make meals brighter and more invigorating—with oranges. Just mail the coupon.

Copyright, 1963, California Fruit Growers Exchange

Sunkist, Department 208, Sunkist Building
Los Angeles, California

Send FREE, "Sunkist Recipes for Every Day."

Name _____
Street _____
City _____ State _____

FIG. 26.—The trade-mark "Sunkist" is stamped on the orange. See page 174. See also page 95. This is a cooperative advertisement with a cooperative slogan. See page 190.

marked. The illustration on page 173 shows how the word "Sunkist" is stamped on an orange.

A trade-mark is like a bank account. It grows more valuable as the depositor puts more money into it. A splendid trade-mark would have no value unless it were advertised either in print or by long usage. It grows in value through advertising and the more it is advertised the greater its value tends to become.

The original drawing of Old Dutch Cleanser was worth what the artist was paid to produce it, but this was small beside what it came to be worth when it was actually used commercially. It now helps the housewife to remember the product whenever she needs anything of the kind; it aids in identifying the package when she sees it on the grocer's shelves; and it is a guarantee to her that she is getting the same quality of cleanser that she has been accustomed to buy or that her friends have told her about. Knowing just what she wants, she is not likely to accept a "just as good" substitute.

Some trade-marks, used for a considerable period, have a large value which may or may not be stated on balance sheets. In many cases good will, patents, and trade-marks are given only nominal or no value in financial statements, whereas actually they may be worth many millions of dollars. Coca-Cola, Uneeda Biscuit, Kodak, Victrola, Dodge, Chevrolet, Ford, Packard, Mennen's, Postum, Jello, Cream of Wheat, Gillette, Gold Dust, Kellogg's, Carnation Milk, Aunt Jemima's Pancake Flour, B.V.D., and many others have become valuable by continued use and continued advertising. Should the advertising be discontinued the trade-marks would decrease in value.

REGISTRATION IN THE PATENT OFFICE

The laws applying to trade-marks come under the broader laws defining unfair competition. These laws and the specific laws applying to trade-marks give the advertiser ample protection against infringement.

Trade-marks are *not* protected by copyright laws but may be registered in the Patent Office. In general they are registered under the Act of Feb. 20, 1905, which provided among other things that mere words or devices descriptive of the goods with which they are used or the character or quality of such goods, may not be registered. Nor may a mere geographical name or term be registered under the Act of 1905.

The objection to descriptive words is that one manufacturer might register all of the desirable descriptive words in the language, and others would be prevented from describing their products. Geographical names are similarly objectionable. In the Act of 1905 exceptions were made in favor of certain trade-marks that had been in actual use 10 years previous to the passage of the Act, or since Feb. 20, 1895. On Mar. 19, 1920, another act was passed permitting the registration of descriptive and geographical names provided they had been in actual use as trade-marks in interstate, foreign, or Indian commerce at least one year prior to the date of filing the application for registration. A signature can be registered only under the Act of 1905.

The trade-mark of the Ford Motor Company is the name "Ford" written in a distinctive manner. The question has often been asked, "Could another man named 'Ford' use his own name as a trade-mark to advertise his cars?" The answer is that he could, but that he would have to write it in a distinctive manner so that it would appear to be entirely different from the mark of the original "Ford." Moreover he would be likely to run afoul of the fair-trade laws, which would prohibit any propaganda to make people think that he had any connection with the original "Ford" and might even require him to state in his advertising that he had no such connection.

The requirement that to be registered a trade-mark must be physically affixed to merchandise excludes trade-marks used to identify services such as insurance, financial houses, collection agencies, cleaners, cab service, and the like.

While such trade-marks cannot be protected by registration, they do find protection in the fair-trade laws.

Color has been ruled as in public domain; consequently it cannot be registered.

The entrance of radio into the advertising field has raised a number of interesting questions. In various programs sponsors have built up for themselves by songs or names of actors or musicians something similar to trade-marks. Courts have held that a sobriquet is entitled to the same protection whether it is written or spoken.

It is possible to copyright advertisements, but this does not mean that facts or charts or any information available to all can be taken out of public domain. It is difficult to prove damages in actions based on imitation or appropriation of competitors' advertisements; consequently such litigation is not common. The courts recognize the fact that words and ideas are public property. There have been court decisions, however, in which it has been found that the appropriation of certain distinctive language from competitors' advertisements with intent to deceive was illegal.

Advertising agencies and advertising managers of well-known companies frequently receive ideas, phrases, and slogans sent in by persons who believe that their ideas are exceptional and who offer them for sale. In the majority of instances the originators receive a polite letter stating that it is against the company's policy to buy outside ideas. Considerable litigation is on record in which the originator has later sued the company that refused to buy, claiming that his idea was later used. Which side won depended upon the evidence.

TRADE NAMES AND TRADE-MARKS

There is a technical difference between trade names and trade-marks. Trade names, however, are often used and registered as trade-marks. G. E. Mazda is a registered trade-mark of a product manufactured by The General Electric Company. Arrow is a trade-mark of a product

manufactured by Cluett, Peabody & Co., Inc. In this case the trade name does not reveal the name of the company.

Frequently a number of trade-marked products are manufactured or distributed by the same company. Standard Brands, Inc., manufacture Chase and Sanborn's coffee, Fleischmann's yeast, Royal baking powder, and other products.

COINED NAMES IN THE DICTIONARY

It is possible to make a trade-mark so well known that it gets into the dictionary. Kodak, celluloid, and vaseline are examples of this. Kodak is a trade-mark adopted by the Eastman Kodak Company. By common usage it came to mean any small camera. This is the reason why the Eastman Kodak Company, in order to counteract that tendency, for some time advertised the phrase—"If it isn't an Eastman, it isn't a Kodak."

Celluloid is the property of the Celluloid Company of America, Vaseline is the property of the Chesebrough Company, Cellophane is the property of the Du Pont Company.

The Obear-Nestor Glass Co. of St. Louis brought a court action to prevent the Corning Glass Works from using the trade name Pyrex, claiming an infringement of the Obear-Nestor trade name. A Federal court upheld the contention and issued an order prohibiting the Corning Glass Works from using Pyrex. The U. S. Circuit Court of Appeals in St. Louis reversed the lower court's decision and ruled that the word Pyrex had become public property through usage and was therefore a generic name. Said the higher court: "To remove it from the dictionary transcends the power of a court of equity and if attempted would result in confusion worse confounded." Further court action is contemplated.

When player pianos were first made, people thought they were all pianolas, when as a matter of fact the pianola was only one make. The Eveready Company in 1916 adopted the trade name Daylo for its flashlights, but the

**LOOK FOLKS...NOW
THERE ARE
TWO
KINDS
OF
CREAM of WHEAT**



**I'M THE NEW
5-minute Cream of Wheat.**
I cook to full digestibility
— even for infants — in
only FIVE MINUTES. I
taste and look wheater
— contain added Vitamin
B₁ and Calcium, Phos-
phorous and Iron. Look
for me in the package
with the blue band. No
increase in price.

**I'M THE REGULAR
Cream of Wheat—famous
for 44 years and the
same delicious pure white
cereal you have always
known. Freed from bran
particles... heat treated
for purity. I cook to full
digestibility in 15 minutes
or longer... and come in
the familiar yellow and
red package.**

**YOUR GROCER HAS BOTH—
Take your choice!**

FIG. 27.—A trade character in action. See page 179.

name gradually came to be accepted by the public for any flashlight. The Eveready Company dropped it entirely and went back to the name Eveready.

FORMS OF TRADE-MARKS

The apparent inconsistencies of the trade-mark laws make it advisable for one contemplating a new trade-mark to consult with attorneys who specialize in this field, so that a trade-mark about which there can be no question can be selected. Forms of trade-marks usually come under one or another of the following heads:

1. A picture with words like Old Dutch Cleanser, Cream of Wheat, Aunt Jemima's Pancake Flour. This is the kind of trade-mark that is most easily remembered and recognized on the dealer's shelves. The manufacturers of Cream of Wheat and Old Dutch Cleanser frequently represent their trade-marks as live persons. See page 178. Another method of publicizing the trade-mark is shown in the advertisement of Bon Ami on page 180.

2. A coined word like Kodak, Socony, Coca-Cola, Celluloid, Armco, Unedea, Nabisco, Ampico, Cellophane.

3. A design—usually a circle or an odd-shaped form—enclosing letters or words.

4. Words used in a fanciful sense, like Carnation milk, Ivory soap, Arrow shirts.

5. Names of great men now dead or of mythological characters, like Robert Burns cigars, Venus pencils, G. Washington coffee.

6. Letters, like B.V.D. underwear, G.E. (General Electric), RCA (Radio Corporation of America).

7. The name of the proprietor, either an individual or a corporation, provided such name is printed in a distinctive manner or in autographic form—Gillette, Ford, Borden's come under this head.



"I've made the world
a brighter place to live in!"

A big claim for such a little fellow—but absolutely true. This fluffy little chick is welcome in millions of homes—the world over—as a friendly symbol of the quick, safe cleanser that "hasn't scratched yet!"

Yes—he's the BON AMI CHICK. Thanks to him thousands of bathtubs glisten like new . . . sinks stay smooth and unscratched . . . refrigerators shine with cleanliness inside and out . . . windows have an extra sparkle . . .

Why? Because Bon Ami is not coarse or gritty. It does not scar or dull the surface it cleans. Instead it leaves a high, glistening polish that brings out its full beauty. Begin today using Bon Ami for *all* your household cleaning.

Bon Ami

the quick, safe cleanser
that polishes as it cleans



FIG. 28.—A striking use of the Bon Ami trade-mark. See page 179. This trade-mark has been criticized because the name is hard to pronounce and further because the picture itself, is not related to the product.

Taking into consideration the fact that a trade-mark must conform to certain legal requirements and that it should have a selling value, we may list some specifications for the ideal trade-mark:

1. It should be registrable in the Federal Patent Office. This may prove of great assistance in infringement litigation.

2. It should be easy to spell, pronounce, and remember. Clicquot, Djer-Kiss, Bengué do not qualify under this rule. The manufacturers of these and some other products have deemed it wise to print the pronunciation along with the trade-mark. This is overcoming needless mental resistance. People do not like to ask for something they cannot pronounce.

3. It should help create a pleasing atmosphere for the product. The word Spearmint does this for Wrigley's gum. Aunt Jemima does it for her pancake flour; the log cabin does it for Towle's Log Cabin Syrup, and the smiling chef does it for Cream of Wheat. Sun-maid, Sunkist, Seal sweets, are pleasantly suggestive.

4. The design should be simple. This does not mean that it should not be distinctive.

5. It should be capable of reproduction in all the different ways in which it may have to be used, in one or more colors, on letterheads, in newspapers and magazines, on packages and containers, on signs, and by the principal methods of reproduction on paper.

6. It should be pleasing to the ear. Shinola, Keepsake, Sunkist, Sealtest, Del Monte have this quality.

In some cases trade-marks and trade names have been used as verbs. Here again is a danger that the word may become a common word and that the originator of it may lose his trade-mark rights. An example is Alemite-ing. The company has been careful to feature in its advertising that Alemite-ing is a process identified with a particular

company. If the public comes to use that word; however, as meaning "greasing," the value of the word built up by continuous advertising and service would be greatly lessened as far as the originating company is concerned.

The advertiser must therefore see to it in some way that his trade-mark continues in the mind of the public to be associated with his product and that of no one else. He must make his trade-mark stand for origin as well as for a selling aid.

Another danger in trade characters should be pointed out—lack of time vision. If a business is to be permanent, the trade-mark must be as appropriate in the next generation as in this. Costumes go out of style; what is humorous or striking to us may not be so to our children. For this reason photographs of people should not be used as trade-marks.

Philip Morris cigarettes has made an unusual use of a trade character. "Johnnie" is a real person who takes part in radio programs and whose likeness appears in advertisements, window and store displays.

SLOGANS

Probably no subject in advertising is more misunderstood than that of slogans. There has existed in the past a popular idea that if an advertising man could think out the right combination of words, it would mean instant success for the product he was advertising. In order to disillusion those who still have that belief, we shall make two statements:

1. If it were possible to invent a better slogan than anyone has ever invented, the slogan would be of little value until many hundreds of thousands of dollars were spent in advertising it to the public to make it valuable.

2. A large percentage of the slogans in use today have no particular effect except as any selling phrase has an effect in an advertisement.

The truth of the first statement will be immediately recognized by going through the advertising columns of a current magazine. The slogans that you recognize because you have seen or heard them before are the slogans of products that have been heavily and consistently advertised over a period of years. The advertisers have spent millions of dollars to make their products known and upon the wings of their publicity have flown their slogans.

A slogan should suggest the thing it advertises. If it does, well and good, but the thing that suggests the product hundreds of times more strongly than the slogan is the name and the general appearance of the package, or, if the product is not contained in a package, then the appearance of the article.

It may be pertinent to ask in contradiction of the above statement, "Why, if a slogan is of no value at the start, do concerns offer thousands of dollars in prizes for the best slogan?" The answer is that the prize contest makes people concentrate upon the product and creates among those who try to coin a slogan a good will toward the product. For it is a well-known principle of human nature—or psychology, if you prefer—that when a person works for anything he becomes favorably disposed toward it. The officers and directors of the various charitable organizations are enthusiastically favorable toward the activities of their particular charities because they have worked for them. And so by getting people to work in these slogan contests the advertisers get their good will. They also usually get a number of good slogans from which one can be chosen if desired. As a matter of fact, phrases with a selling punch are just as likely to come from an outsider as from experienced advertising men.

Having selected a slogan, however, the advertiser must be patient over a period of years of advertising before his slogan sinks into the public consciousness.

The truth of the second statement can also be proved by going over the current advertisements. One reason for the

assertion is that few slogans have been advertised long enough to accumulate value and another reason is that few of them have the qualities that will ever give them any permanent value.

CANNOT BE REGISTERED

No provision has been made for the registration of slogans in the United States Patent Office as is the case with trademarks. *Printers' Ink*, a publication devoted to advertising, maintains a clearinghouse for the registration of slogans and gives gratis information as to whether a proposed new slogan has been previously used. This service, of course, provides no legal protection.

CHARACTERISTICS OF A GOOD SLOGAN

An ideal slogan is short, simple, easily remembered, time-proof, and filled with a pleasing suggestion of the product. "Good to the Last Drop" has all these qualities.

The automobile manufacturers have been large advertisers, but only one automobile slogan may be said to have attained an ideal slogan status—"Ask the Man Who Owns One." This will suggest Packard to a good percentage of people upon whom a test is made. While it may be objected that this phrase has no connection with the Packard car, it has come to have that connection in the minds of the public, and while almost any manufacturer might have adopted that slogan (it would answer equally well for a bicycle, a gun, a fountain pen, a trunk, a golf club, or what not) the fact remains that it was the Packard Motor Car Company that adopted it and it will always be associated in the minds of the people with the Packard car. This slogan says much in a few words. It breathes an air of confidence and success. It is full of suggestion. It is a real asset to the Packard Company. On page 185 is an advertisement giving prominence to the Packard slogan.

ASK THE MAN WHO OWNS ONE—We did!

We take our own advice! We go out and question Packard owners. And the enthusiastic replies from those who bought a 1940 Packard confirm our belief that it is the finest Packard yet. The answers below represent a fair composite of owner-opinion today.



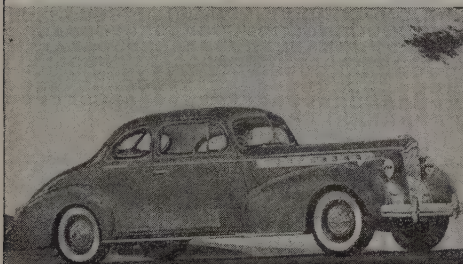
WE SAID: Why did you buy a Packard?

THEY SAID: Because its sound all-around value, dollar-for-dollar, stood it hood and hub-caps above the other cars I examined. Against them, I checked my 1940 Packard, point for point. On size and *extra economy*. On performance. On beauty. On honesty of construction. Packard's average was so much higher that it was obviously a better value.



WE SAID: How do you like it?

THEY SAID: I'm crazy about it! I get the thrill of my life from the way this Packard gets away... its noiseless travel on the road... the way it rides the bumps and ruts with amazing ease. And here's another important thing I've found true: this big, husky Packard is more economical to run than smaller cars I have owned.



PROOF THAT A PACKARD COSTS LITTLE TO KEEP UP

Type of Service Operation	Average charge paid (12)	"Lowest paid for" (12)
Service brakes, adjust complete	\$9.70	\$2.23
Re-tire and adjust brakes, 4 wheels	13.68	12.81
Clean and adjust carburetor	8.40	2.49
Tune engine	4.75	4.97
Piston rings—re-cure oil, align rods	23.65	26.12
Carbon and valve job	15.00	15.96
Front wheel toe-in, check and adjust	1.25	1.08
Clutch, pedal clearance, adjust	.50	.53
Fan belt, renew	1.90	1.57

Special Notes: These prices are taken from an impartial flat rate manual used by over 30,000 garages. Being average costs, they may be somewhat higher or lower in your city because of local conditions, but they do indicate the small difference in upkeep expense between Packard and much smaller cars.

IF YOU'VE AN EYE for top-quality values in a motor car, you'll want to join the growing Packard family. We invite you to examine the new 1940 Packard... to drive it critically... to compare it, on your basis, with any other car. And check upkeep expense, too. (The table above compares costs for commonest service operations.) You'll find Packard charges right in line with those for smaller, so-called "economy cars." Above all, get the verdict from the man who knows—the man who owns one!

PACKARD—\$867

AND UP. Packard 110, \$867 and up. Packard 120, \$1038 and up. Packard Super-8 160 price begins at \$1163. Packard Super-8 180, \$2215 to \$3000. All prices delivered in Detroit. Slide doors and white sidewall tires (as shown), extra.

FIG. 29.—The Packard slogan is used as a headline. See page 184.

MAY BE A COPY THEME

Frequently advertisers use their slogans for copy themes and build advertisements around them. "Keep That Schoolgirl Complexion," for instance, has been the topic of many advertisements of Palmolive soap.

A slogan that is not used today but which once had a great value to the Eastman Kodak Company was "You Push the Button, We Do the Rest." This was used in the early days of the kodak and was intended to show people how simple it was to snap a picture. This slogan was talked about, joked about, and forced into the public consciousness a quarter of a century ago. It did its work well and when no longer needed was given a rest.

Below are some of the slogans used today. Most people would have trouble in bringing a quarter of them to mind if they were given the slogan and were asked to recall the product. They would have still more trouble if they were given the name of the product and asked to recall the slogan.

SOME WELL-KNOWN SLOGANS

Ask the Man Who Owns One.	Packard
The Greatest Name in Socks.	Interwoven
Next to Myself I Like B.V.D.	
Best.....	B.V.D.
The Greatest Name in Rubber	Goodyear
Delicious and Refreshing.....	Coca-Cola
99 ⁴⁴ / ₁₀₀ % Pure.....	Ivory soap
No Metal Can Touch You....	Paris garter
From Contented Cows.....	Carnation milk
It Beats As It Sweeps As It Cleans.....	Hoover vacuum cleaner
Good to the Last Drop.....	Maxwell House coffee
Chases Dirt.....	Old Dutch cleanser
Most Miles per Dollar.....	Firestone tires
The Swiss Food Drink.....	Ovaltine
As Strong As the Rock of Gibraltar.....	Prudential Insurance Company
The Champagne of Ginger Ales	Canada Dry
Built Like a Sky-scraper.....	Shaw-Walker filing cabinets
The National Joy Smoke.....	Prince Albert

The Instrument of the Im-	
mortals.....	Steinway
Flavor Sealed.....	Hormel's foods
Keep That Schoolgirl Com-	
plexion.....	Palmolive soap
Guards the Danger Line.....	Squibb's tooth paste
Covers the Earth.....	Sherwin-Williams paint
The Skin You Love to Touch.	Woodbury's facial soap
No Brush—No Lather—No	
Rub-in.....	Barbasol shaving cream
It's Toasted.....	Lucky Strike cigarettes
Say it with Flowers.....	Society of American Florists
Save the Surface and You Save	
All.....	Paint and Varnish Manufacturers
The Watch of Railroad Ac-	
curacy.....	Hamilton

In many instances the slogan may indicate an important and dominant policy of the concern and become more than an advertising catch phrase. The slogan "Chases dirt," is an effective catch phrase while the slogan "When Better Automobiles Are Built Buick Will Build Them" indicates a desire of the concern always to build better cars than any other manufacturer.

A slogan should be time proof. A good example of one that was not is the former slogan of the Ingersoll watch, "The Watch That Made the Dollar Famous." As long as it was possible to sell a watch for a dollar, this slogan was all right, but when the increased cost of labor and materials made it impossible to manufacture and sell a watch for a dollar, the slogan had to be abandoned. Some slogans have been discarded after having served their purpose for the time being.

As with the trade-mark, the more a slogan is advertised, the more valuable it becomes, provided, of course, it has any selling value to begin with. A number of experiments made by the authors tend to prove this statement. The tests were conducted as follows:

A list of 50 slogans was made up from advertisements in current magazines. Several groups of students, not

necessarily in advertising classes, were given sheets of paper bearing 50 numbered lines and asked to write on the lines the name of the corresponding product as each slogan was read. The results were carefully checked and percentages computed of the number correctly identified. Then each company's appropriation for general magazine advertising during the preceding year was looked up and the amount set down on the control sheet. A comparison of the percentage of recognition with the advertising expenditure showed conclusively that the recognition value of the slogan was in direct proportion to the extent of advertising enjoyed by the product.

Some slogans in the group were poor from the standpoint of selling value, but were remembered more frequently than certain other better ones simply because they had been more widely publicized. If the public can be made to remember a poor slogan by extensive advertising, surely they can be made to remember even more strongly one that has real significance. Putting it another way, any company that is going to advertise a slogan widely should be sure to get one that will help rather than hinder the sale of the product.

EFFECT ON SALES ORGANIZATIONS

With respect to the consumer we have found that we must discount the popular conception of the importance of the slogan to a considerable extent. There are, however, other ways in which the slogan is important and here we do not have to discount at all. The slogan harks back in history to the time when the Scottish clans had war cries, called "slogans," to put spirit into their own men and fear into their enemies. Our present-day commercial slogans do just that thing.

In Chap. II we learned that one of the great results of advertising was its effect on the sales organization of the advertiser. It is here that the slogan serves a useful purpose. It serves as a rallying cry for executives and salesmen. It is a text from which to preach a sermon. It is something to

live up to. Like the Scottish war 'cry, an advertising catch phrase seems to strike terror to the enemy's camp. The competitor's slogan looms much larger than it should. The salesman is obsessed with the idea that the whole world is talking about his competitor's slogan, when as a matter of fact the world isn't doing anything of the kind.

COOPERATIVE SLOGANS

Under the subject of slogans we must give attention to at least two slogans used by associations of businessmen.

The first is "Say It with Flowers," used by the Society of American Florists. This slogan was prepared by an advertising agency for a cooperative campaign of national advertising in a large number of national magazines, the idea having been suggested by a quotation from Bishop Coxe: "Flowers are words which even a babe may understand." This slogan is used by the florists all over the country who are members of the Society of American Florists—on their delivery wagons, their windows, their letterheads, and in their newspaper advertisements. Probably no slogan is more widely known today. It has a tremendous heart interest that seems to remove it from the realms of money making, yet it has coined money for the florists and will continue to do so for a long time.

Another successful slogan used by an organization of interests in a cooperative advertising campaign is that of the paint and varnish manufacturers, wholesalers, and retailers: "Save the Surface and You Save All." This is more than a catch phrase; it says something. It has caused many to think, and when its meaning has sunk into their minds they have had their houses painted.

Perhaps the reason why these two slogans have such a punch and have been so successful is because they transcend the ideas of money making and enter the realm of real service to the consumer. Perhaps if the slogans of other commodities were written with this in mind, they would amount to more—and in a shorter space of time.

An example of cooperative advertising and the use of a cooperative slogan is shown on page 173.

To sum up the case: (a) A slogan, if advertised continuously, may drive home a selling point or policy through repetition. There are many soaps that float, but in the mind of the public flotability is associated with Ivory. (b) A slogan inspires the selling organization and is a rallying cry. (c) No slogan is valuable until made so by much advertising. (d) But few of the slogans used today have much worth.

SELF-TEST QUESTIONS

1. Explain the origin of the trade-mark.
2. What is a trade-mark as defined by the government?
3. What makes a trade-mark valuable?
4. In what ways is the trade-mark a selling help?
5. Is a trade-mark a tangible or an intangible asset? How highly is it valued as an asset?
6. What are the advantages of registering a trade-mark?
7. Can a trade-mark be protected by copyright laws?
8. What kinds of trade-marks cannot be registered?
9. Could a man named John Ford use the name "Ford" in connection with the manufacture of automobiles?
10. What is the situation with reference to the protection of radio "trade-marks"?
11. To what extent can advertisements be protected by law?
12. Why are corporations and their advertising agencies reluctant to buy ideas?
13. What are the seven sources from which most trade-marks are selected?
14. What constitutes an ideal trade-mark?
15. What are some of the things to be avoided in the selection of a trade-mark?
16. What is the difference between a trade name and a trade-mark?
17. Under what conditions may a trade-mark be said to be "too good"?

18. What makes a slogan valuable?
19. Why are prizes offered for the best slogans suggested by the public?
20. Why do so many of the slogans in use today have no particular effect?
21. What are the characteristics of the ideal slogan?
22. Of what value is a slogan to the sales organization of the advertiser?
23. What is the slogan of the Society of American Florists? What is its origin? Comment on its value.
24. What is the slogan of the paint and varnish manufacturers and merchants? Why is it a good one?

PROJECTS

1. Using some product with whose trade-mark you are familiar—Texaco, General Electric, Cellophane, Whitman's chocolates, for example—work out the plan of an advertisement the purpose of which is to emphasize the trade-mark as a badge of quality. State in considerable detail just what you would have in the advertisement. Do not attempt to make a layout, but attach a rough sketch, if you wish, to help make your plan clear. The advertisement is to be full-page size.
2. Study all the trade-marks you can find in the current issue of your favorite magazine. Which one would you be proudest to display as your own if you were head of the company represented? Which would you be most eager to exchange for a better one? Discuss fully, giving your reasons.
3. List the slogans in the current issue of *The Saturday Evening Post* that conform to the requirements stated in the text. Do you find any that do not conform to one or more of the requirements? Explain.

PART III
HOW TO DISPLAY ADVERTISING

CHAPTER XIII

TYPES OF ILLUSTRATIONS

The purpose of illustrations. Increase in use of illustrations. Package or product. Showing the product in use. Results of using the product. Detail of product. Dramatization of headline. Atmosphere. Imaginative. Demonstration. Predicament. Sense visualization. Historical. Decorative. Miscellaneous. Combinations.

THE purpose of an illustration in an advertisement is to help the advertisement perform whatever sales functions the advertiser intends it should perform. In a greater or less degree it may enter into all five of the mental steps of the sale: attracting attention, creating interest, arousing desire, inducing decision, and causing action. Its functions are usually confined, however, to attention and interest.

Man used pictures to express ideas before he used letters. Everyone understands pictures. The mind grasps them quickly. They appeal to old and young, literate and illiterate.

Since the early history of advertising, the use of illustrations has been increasing until at present almost all the larger advertisements in magazines are illustrated, as well as a majority of the newspaper advertisements, the billboard and painted sign advertisements, and practically all direct advertising. This is due, first, to the improved processes of transferring illustrations to paper; second, to the fact that advertisers have a better understanding of advertising; and third, to the hustle and bustle of modern life that makes necessary a method of expressing thought that will be quickly understood by the reader without much study on his part. The popularity of moving pictures and the pictorial magazines has no doubt had its influence on advertising. The screen has made people expect to have many of their impressions given to them in picture form.

HOW MANY HAVE YOU TRIED?

— AS Campbell's MAKE THEM

Here's a pantry supply of good soup-eating—twenty-one kinds, all told. Probably you know certain of these soups and have enjoyed them often. Now we invite you to try others of the twenty-one, promising that you will find such pleasure as you have found in the old favorites. Each Campbell's Soup has a different character, a different recipe and a different flavor. But every Campbell's Soup reflects the skill that can come only with many years of fine soup-making. How many of these Campbell's Soups have you had recently? Which ones would you like to try sometime soon? Check your choice below

Bring a string of soup around.
Of time and trouble saved,
And folks who had with Campbell's food
A soup for which they crowd!



Creamy smooth puree of fresh young marrow. Picky plates of studied with tender tips. Extra-grad served as cream of asparagus.



Ready as bean soup can be (1) Thick bean puree (2) bean-bell of plump white beans (3) served with fine ham. First aid for appetites.



We've glorified good food—given it the little rub in a soup of its own. Here are fine beef and hearty vegetable in a thick brown beef stock.



A deep-brewed beef broth enriched with herbs and spices and garden vegetables. The whole is strained clear. A tasty appetite-stirrer.



Sweet-white, little-creep celery, blended in a smooth puree, enriched with fine butter and dandelion with celery puree. A delicate dish!



Gleaming golden broth, rich with chicken flavor in every spoonful, every drop. Mellow tender chicken meat and dairy rice in every plateful.



A great chicken-and-vegetable soup. Tender skin in it, and baroque tomatoes, and chicken meat, adapted from a grand old Creole dish.



It's an Early American original. Lots of tender morsels in a slow-simmered deep-flavored thickened broth. Morsels of tender chicken meat.



Fresh sea clams detect their salty briny in a slow-simmered deep-flavored thickened broth. Morsels of tender chicken meat.



Clear beef broth with vegetable swimming. It serves two ways: to cook with meat or without. Here it is, in your soup in 2 hours.



A delicate no-meat soup of beef broth and tomato. It fills in your refrigerator in four hours and brightens the table with its bright color.



A savory beef stock with tomato, celery, herbs, and fine Sherry. A strong competitor for the really good turtle soup. A real party soup.



Taste how good cream of mushrooms can be! Fine young cultivated mushrooms are blended with thick cream. Taste of mushroom slices, too.



A celebrated English dish. Savory beef stock, nearly as tall as vegetables, and fine Sherry. Taste how tender Campbell's makes it.



Of very finest peas we make a smooth puree, enhancing it with table butter. It's good as a cream of pea, rich milk added instead of water.



Rich Philadelphia Pepper Pot. Macaroni dumplings, potatoes, meat and spicy seasonings in a thick broth. Serve to your man.



Thick and nourishing. It's a Highland fling of good mutton, vegetable and barley. Campbell's should know Scotch Broth. Tender and neat.



The soup people buy and enjoy most often. Garlicky Campbell's tomatoes, table butter and delicate seasonings in a long-simmered puree.



Fifteen good garden vegetables in a rugged beef stock make a soup that's grand morsels for lunch or supper—about a bowl in itself!



And now come another nourishing vegetable soup—one with tender pieces of beef. Now, eating, we call it Soup to your needs, too.



And last but not least, here's a new Campbell's Vegetable Soup. With no meat or meat stock, it is for countless meals. It will delight you!



LOOK FOR THE RED-AND-WHITE LABEL

FIG. 30.—An illustration featuring the product. Twenty-one varieties of soup are shown. See page 197.

The advertiser studies pictures from a sales standpoint. When he uses a picture, he uses it for a purpose and not because it is a pretty or artistic representation. He has no quarrel with art as art, but from a business standpoint he selects pictures for what they can do to help him deliver the sales message. This does not mean that the pictures used in advertisements are or should be poor art. On the contrary, some of the most noted artists in the world make commercial pictures, for which they are well paid.

In this chapter we shall consider the various types of illustrations found in advertising mediums, leaving the study of how they are made and how they are reproduced on paper for the next chapter.

Commercial illustrations may be classified as follows:

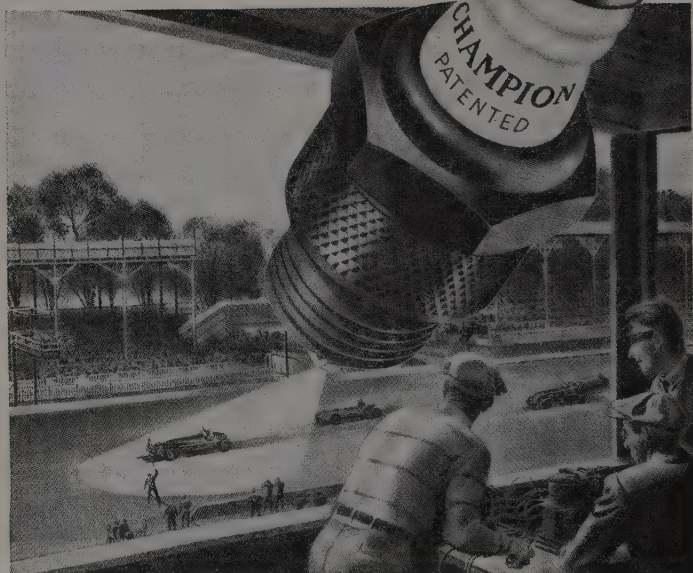
PACKAGE OR PRODUCT

Modern consumer advertising is largely built upon recognition of package or product. Much space is used to publish illustrations of this kind. Campbell's products, as shown on page 196, cans of Carnation milk, packages of Beech-Nut products, Del Monte cans, Royal baking powder cans, and many others have been continually shown in advertisements. The size of the pictured product varies. Sometimes it is represented as of heroic proportions, as is the Champion spark plug shown in the advertisement on page 198. The product may be pictured in the foreground, in the background, at the top, bottom, center, or sides of the advertisement, but regardless of position, given the major emphasis.

Sometimes the package is shown opened so that the contents may be seen. In the Arrow advertisement on page 206 a large number of different styles of the product are shown in such a manner that the illustration may also be classified as imaginative. See page 204.

Where products are not sold in packages, or where the appearance of the package is not important, the product itself may be shown in any of various ways. It may be

CHAMPION AGAIN!



WILBUR SHAW, WINNER—9 OF FIRST 10 CARS TO FINISH—1940 INDIANAPOLIS 500-MILE RACE USED CHAMPION SPARK PLUGS

CHAMPION SPARK PLUGS once again proved that they make every engine a better performing engine, with a sweeping victory in the 1940 Indianapolis 500-Mile Race. This year, as for 17 years past, Champions have proved their right to a place in the engine of every motorist who values maximum performance and dependability.

Champion Spark Plugs progress with the times. That's why their record of supremacy in open competition is so outstanding. Today spark plugs more definitely determine the degree and quality of engine performance than ever before.

High speed, high-compression engines using highly developed anti-knock fuels require spark plugs that are free from leakage, and practically immune to the ravages of the complex chemistry of modern combustion.

The combination of Champion's exclusive Sillimanite insulators and patented Silliment seal is the perfect answer to these problems. Insist on Champion Spark Plugs for your car. Have your spark plugs, regardless of make, tested and cleaned at regular intervals, and replace with new ones every 10,000 miles for maximum economy and dependability.



"Many thanks for the splendid performance of Champion Spark Plugs when I won the Indianapolis 500-Mile Race for the third time. The Champions functioned perfectly in my car throughout the entire race—never missed firing once."

Wilbur Shaw

USE THE SPARK PLUG CHAMPIONS USE

FIG. 31.—A Champion Spark Plug is shown in heroic size. See page 197.

pictured alone, against a background, in a setting, through a vista formed by a doorway or other opening, reflected in a mirror—any way that the ingenuity of the artist can devise. There may or may not be persons in the picture. A machine is usually more interesting if people are shown with it. For this reason automobiles are often illustrated with one or more persons standing near or seated in the car. Clothing, particularly women's clothing, can be shown to better advantage on a model than by itself. Sometimes it is shown both ways in the same advertisement. Jewelry seems to look best when pictured against a contrasting background, though it is sometimes shown as it is to be worn.

SHOWING THE PRODUCT IN USE

Showing the product in use is a popular and efficient way of employing illustration. It not only makes possible a picture of the product, but it educates to new uses. To the reader a picture of an article actually being used has a strong suggestive value. This is true of the advertisement for Cannon sheets, page 200.

Automobile advertisers frequently choose the "use" illustration. The car is shown as a means of taking the family for a ride, the children to school, the businessman to his work. Telephones, typewriters, and other office machines, household appliances of all sorts, automobile accessories, soaps and cleaning powders, shaving creams and razors, and a host of other products are pictured in use in nearly every general magazine.

Where the product cannot actually be seen in use, the picture may suggest what it will do for the user. In an advertisement by Ethyl Gasoline Corporation a car was shown on a snow-covered country road, suggesting that winter has no terrors for the user of Ethyl gasoline. Garage mechanics or filling-station men are shown greasing cars with Alemite, or filling the radiator with an antifreeze solution.



"A guy's a sap to visit his boss!"

BILL: Boy...this is the life! Never felt such smooth, cool sheets before. Wouldn't mind being a millionaire myself. Nope... wouldn't mind it a bit.

HELEN: They're percale sheets, me lad. Like them?

BILL: Like 'em? Here I'm talking like a poet about 'em and you ask me if I like 'em!

HELEN: Good. I'm buying some the minute we get home.

BILL: Hey... don't go gettin' fancy ideas. We're still on that iron-bound budget... remember?

HELEN: I remember. But I learned today that Cannon Percale Sheets cost just about the same as the heavy-duty muslin sheets we're using at home now. Why... we can even **SAVE** money on them!

BILL: Take it easy, honey. Don't go too far.

HELEN: No fooling, Bill. If we use Cannon Percale Sheets we can save as much as \$3.35 a year for each bed in laundry bills. They're much lighter than heavy-duty muslin. And we send our laundry out at pound rates. Get it?

BILL: I get it and I like it. And we get Cannon Percale Sheets when we get home. Now be a good girl and let me see what it's like to sleep on percale.

HELEN: Goodnight, dear. They wear for years, too.

BILL: Hel-en... sleep!

HELEN: Yes, dear. M-m-m, they're so sm-oo-th... and they stay fresh longer, too. And they... all right, Bill... I'm sleeping.

Cannon
PERCALE SHEETS
MADE BY THE MAKERS
OF CANNON TOWELS **\$1.49**

Cannon Muslin Sheets are another superior value. They sell for about a dollar. Both Cannon Muslin and Percale Sheets are available in six lovely decorator colors... at slightly higher prices.



"YOU DON'T HAVE TO BE RICH TO SLEEP ON CANNON PERCALE!"

Now! Cannon Hosiery now comes in the new NYLON as well as Pure Silk. Ask for Cannon Stockings at your favorite store.

FIG. 32.—A product in use. See page 199.

RESULTS OF USING THE PRODUCT

Many ingredients used in cooking are in themselves uninteresting things to show in a picture. A favorite way of illustrating such products is to show the results that may be obtained by using the product. Cookies made from Gold Medal flour, biscuits baked with Royal baking powder, dainty deserts made with Jello, and many other appetizing dishes have been advertised in this way. Often a number of easy recipes are included in the advertisement.

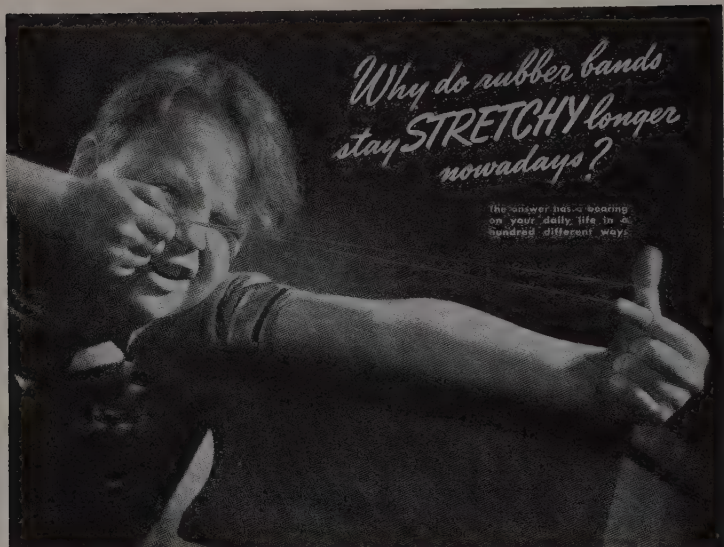
Certain products not in the grocery line also may effectively use this type of illustration. For example, the Celotex Company showed how a cold and dusty attic was transformed with \$46 worth of Celotex into a pleasant sleeping room. The National Lead Company has pictured in color the results that may be obtained by painting old houses with paint made from Dutch Boy white lead. Makers of aluminum kitchenware have shown the cakes and pies baked in aluminum utensils.

Even the advertiser of such an intangible product as insurance may use this type of illustration. Fire insurance companies have shown home owners happy in the consciousness of protection against loss in case of fire, while life insurance advertisers have pictured the widowed mother in comfortable surroundings made possible through the money from insurance policies.

It seems safe to say that practically every advertiser at some time or other uses the package or product illustration in one of the three above ways, or in all of them.

DETAIL OF PRODUCT

Automobile manufacturers sometimes show only the engine instead of the entire car. Numerous other advertisers have used pictures in which some detail of the product rather than the entire product appears. This form of illustration is useful when it is important to draw special attention



Chemistry Serves the Rubber Industry
...Which Serves All Mankind

Something so much of human progress can be summed up in the elastic loop of a little rubber band! Yet here, in miniature, is the whole story of accomplishment in all things made of rubber—a wonder-work produced from master-of-fact chemistry.

You recall how the rubber bands of yesterday dried quickly into brittle uselessness. The same thing happened in the rubber in those old "clencher" tires you had to change so often. You'll notice that a rubber band today retains its lively stretchiness month after month. And so do today's tires—lasted by ten times or more the time of two decades ago—yet cost less. Basically, however, rubber itself hasn't changed. Chemistry has made the difference—now multi-

plies rubber's usefulness by keeping it elastic.

From the many other uses of Monsanto Chemicals in rubber, come boots and overshoes and raincoats and bathing caps that stay pliable, rubber heels that won't harden, belting that remains flexible, balls for tennis and golf and baseball that keep their bounce, countless things that you use almost every hour of every day—all better because of chemistry's contribution to rubber.

As the largest source of chemicals used in rubber manufacturing, Monsanto is proud of the developments that have sprung from the vision of this vigorous industry. Proud, too, that it has a share in these and in the great things yet to come from this industry where free enterprise and unhampered initiative have proved their worth in terms of benefits to all mankind.

HOW MONSANTO SERVES



This automobile tire gives more mileage, costs less, is safe because the rubber industry, in its constant striving to give you more for your dollar, has utilized to the fullest the services of chemistry.

A whole family of Monsanto Chemicals, broadly classified as Accelerators, Antioxidants and Softeners, comes from the Rubber Service Department of Monsanto in Akron, O., to serve the needs of rubber. They safeguard elasticity, permit use of more carbon black which makes for longer life, speed up the curing process, restrain fire cracking in tires.

Another Monsanto product, Santobrom, today is helping preserve perishable liquid latex on its long coasters from tropical plantations until it is ready for use in one of the million-fold applications of rubber to the needs of modern life.

MONSANTO CHEMICALS
SERVING INDUSTRY WHICH SERVES MANKIND

FIG. 33.—The headline of this advertisement is dramatized. See page 203.

to the detail because of some new feature or some change in design or construction.

DRAMATIZATION OF HEADLINE

A great many advertisements use illustrations which express in dramatic form the idea contained in the headline. "Don't rob one socket to fill another," cautioned the headline of an advertisement of Mazda lamps. The illustration

"Both my tub *and* my hands look better since I changed to Bon Ami!"



• There's a very good reason why Bon Ami not only keeps bathtubs and kitchen sinks smooth and polished like new . . . but saves hands in the bargain.

It's simply this: *Bon Ami* does not rely on rough abrasives or harsh caustics for its effectiveness. Yet it's quick and thorough as every good cleanser must be. Try it. See how it literally makes dull, dirty-looking bathtubs and sinks gleam and glisten in almost no time at all . . . how soft and white and pleasant to use it is. Before the first package is empty, you'll know why so many women are now using *Bon Ami* for *all* their household cleaning.

Bon Ami
quick and safe for all your cleaning

"hasn't scratched yet!"

Refuse substitutes; insist on Advertised Brands!

139

FIG. 34.—This advertisement could be classified under two headings—dramatization of headline and product in use. See page 199.

showed a young woman removing the bulb from a wall socket to put it in an empty socket in the table lamp. The advertisement of Monsanto chemicals on page 202 is an excellent example of dramatization of headline. The Bon Ami advertisement above may be classified under two headings.

ATMOSPHERE

In order to throw around their products an atmosphere of quality, tone, and high class, many advertisers use illustra-

tions which, by association of ideas, impart to the product the qualities illustrated. Maxwell House coffee is a consistent user of this kind of illustration. Its advertisements have often shown scenes representing the life of the colonial aristocracy of the South, suggesting that the coffee is the choice of people of the most discriminating tastes. The illustrations used by the Oneida Community, Ltd., are frequently of this kind. Many of them that show Community plate in use in homes of the socially prominent are in the atmosphere class. The manufacturers of the higher priced automobiles often use atmosphere illustrations, and some of the lower priced cars are advertised in the same way, to give those of slimmer purses the idea that, after all, that car is one of class.

The advertisement of Fisher on page 205 creates an atmosphere of wealth and luxury. The Airfoam advertisement on page 127 brings to the readers the atmosphere of comfort.

IMAGINATIVE

Some illustrations depart from realistic themes and appeal to the imagination. The advertisement of Arrow shirts on page 206 is of this type. The advertisement of General Electric on page 157 appeals to the imagination, as does the comic-strip advertisement of Sanka coffee on page 155.

DEMONSTRATION

Many illustrations have for their purpose a demonstration of the product. If it were possible for a salesman to talk to every reader and point out the features of the product, that would be the best way of explaining its merits and functions. As this is impossible, advertisers often use a picture which does the demonstrating. The Simoniz Company pictured one car owner showing another how Simoniz preserved the finish of the car in winter. Makers of vacuum cleaners, tires, refrigerators have often used

To the Lucky One

IT is lucky, tradition tells us, to catch the bride's bouquet, and perhaps that is so. But it is a more modern and certain sign of luck to become the possessor of a 1940 car with Body by Fisher.

• For when you own such a car, you have the protection of the widest, longest, strongest Unisteel Turret Top Body that Fisher craftsmen ever built. • You have the solid security of double-walled steel construction. You have the convenience of improved Fisher No Draft Ventilation, the comfort of softer cushions, extra luxuries that add to your pleasure—and the clear, eye-pleasing view of the world which planned vision gives.

• Small wonder, then, that you hear it said, "The buyword for '40 is Body by Fisher"—which means a General Motors car, of course.

"Best buy's Buick" is mighty smart advice. One reason is found in its Body by Fisher. The 4-door Sedan shown here has a front seat almost five feet wide, a wider, higher windshield, an 18% larger back window, and Hi-Tect Safety Plate Glass not only in the windshield, but in all door windows and Ventipanes as well.

Visit the General Motors Exhibits at the New York and San Francisco World's Fairs



FIG. 35.—The reader of this advertisement is impressed with the luxurious kind of bodies turned out by Fisher. See page 204.



FIG. 36.—An effective imaginative illustration. See page 204.

pictures showing the salesman demonstrating products to prospective buyers.

In this class are pictures with arrows pointing to parts that are emphasized in the text. Some advertisers use an imitation of moving-picture films to demonstrate their products pictorially. The demonstration type of illustration is extensively used in direct advertising as well as in publications.

PREDICAMENT

Predicament illustrations are used to make a vivid impression of experiences that are disagreeable, embarrassing, or painful. The remedy for such experiences is, of course, the advertised product.

This type of illustration is sometimes condemned by psychologists on the ground that it creates a negative impression which may carry over to the product. In certain cases, however, the desirability of the product can be more forcefully impressed upon the mind by showing the difficulty, discomfort, or danger of being without it than in any other way. This is particularly true with articles whose chief purpose is to protect against trouble or danger—such articles as tire chains, fire extinguishers, shatterproof glass, and the like.

SENSE VISUALIZATION

Sometimes the illustration attempts to visualize one or another of the five senses.

The sense of touch is often appealed to. Fountain-pen and pencil manufacturers have visualized this sense in pictures showing the lightness of touch required for writing with their products.

The sense of taste is often visualized by an appetizing illustration of a food product, and the appeal is sometimes made stronger by a picture of a person expressing pleasure at the taste.

HISTORICAL

Sometimes an advertiser wishes to feature a certain time or episode in history. A brief historical sketch is presented in the advertisement of John Hancock Life Insurance Company on page 209.

Such advertisements are interesting to read, and if a series is used are followed by many people from issue to issue of the publications in which they appear. A story of development, of success, told in this way is almost sure to increase the prestige of the advertiser.

DECORATIVE

Many advertisements contain artwork which is purely decorative in character. It does not really illustrate the product, nor does it relate particularly to the subject matter of the copy. It should, however, be in keeping with the character of the product, and may be very directly suggestive of the product. Its chief value is in adding atmosphere. Decorative material may be used along with other forms of illustration, or it may be the only art feature in the advertisement.

MISCELLANEOUS

One of the oldest forms of illustration is that known as the "before and after" type. Patent medicine advertisers used it extensively in days gone by, and still use it to some extent, to show the condition of the patient before and after taking. It is allied to the predicament illustration in that it presents a difficulty and the remedy. Too often, however, such photographs are dishonest in that they are made with posed models and "retouched" by an artist to give the effect desired by the advertiser.

Another old-time favorite which is now used much less than formerly is the factory and owner illustration. Unless there is some particular reason for showing a picture of the factory or its owner, it is generally a waste of space. The



*\$500 gave life to his
brain child!*

When ELIAS HOWE conceived the idea of a needle with both the sharpened point and eye at the same end, he found the secret of the sewing machine. But he was as poor in pocket as he was rich in inventive genius and for a time the secret lay locked in his brain, because he lacked the means to build and patent a model machine.

When a friend came to his rescue by advancing him \$500, Elias Howe's idea took practical shape. He was enabled to build the model which proved the worth of his invention . . . A great industry was born because a struggling young inventor received financial help when he needed it most.

Money is needed to make plans work . . . Great and momentous ideas like Elias Howe's invention — the smaller but equally important plans a man makes for his family — *all require money to make them work.* That's why so many life insurance buyers are quick to realize the value of the John Hancock Readjustment Income Plan.

Designed to provide an income payable in equal monthly amounts or on a graduated scale for a year or more after the death of the provider, it gives the family *time* to make clear-headed plans for the future — and the *money* to make those plans work.

Because a small amount of life insurance can

do such an important job, when arranged under a John Hancock Readjustment Income Plan, most family men find the plan easily within their means. We have told the story in more detail in our unique new booklet entitled, "Two Lives." It takes but four minutes to read. For your copy write Department S-5, John Hancock Mutual Life Insurance Company, 197 Clarendon Street, Boston, Massachusetts.



FIG. 37.—History used in advertising. See page 208.

public is more interested in the product and what it will do for them than in the plant or the president.

Sometimes there are occasions when it is important to emphasize the trade-mark. In such cases the main illustration may be an enlarged picture of the trade-mark, as in the Bon Ami advertisement on page 180.

The classifications that have been given in this chapter cover most of the illustrations that are used with any frequency by modern advertisers. Some illustrations will be found, of course, in almost any medium which do not fall in any of these groups. An analysis will usually show that such pictures have rather a remote bearing on the subject matter of the advertisement. No advertiser will go far wrong if he uses a type of illustration that has been found good by others. Neither will he find that his originality is restricted in the least, as there are endless possibilities of artistic treatment in these accepted styles.

COMBINATIONS

An examination of the advertisements in publications will show at a glance that it is a rather common practice to combine two or more types of illustration in the same advertisement. For example, the Packard Motor Car Company frequently combines an atmosphere illustration with a picture of the product. The Campbell Company shows in the same advertisement both the package and the product. A Philco radio appears in the same advertisement with pictures that attempt to visualize the tone. Prominently displayed along with a predicament illustration is the product which will remedy the trouble.

In such cases both types of illustrations may be equally important, as in the Packard advertisements, or one may be featured prominently, with one or more smaller and less prominent secondary illustrations.

All forms of illustration may be used in both present- and future-action copy. In present-action copy the various ways of showing the product, the dramatization of the head-

line, demonstration, predicament, and sense-visualization types are most effective.

The question of how much space to devote to the picture and how much to the text depends upon the product, upon what the advertiser wants to accomplish, and upon various other factors which must be studied in each case. Without doubt many illustrations of foods, especially where color is used, perform all steps of the sales process, including action. After seeing the illustration, the mouth waters for the article and a purchase is the result. Here the illustration is all important and the name and a phrase or two is all the copy necessary. Where, however, the illustration has not much importance, the copy must bear the burden of selling.

SELF-TEST QUESTIONS

1. Why are illustrations used in advertising?
2. What factors are responsible for the great increase in the use of illustrations?
3. Can pictures used in advertisements be considered works of art?
4. How is illustration used for familiarizing the public with the appearance of the package or the product?
5. Discuss illustration as a means of showing the product in use.
6. How is illustration used for showing the results of using an article?
7. When is it suitable to show merely a detail of the product?
8. Give some examples of illustrations that dramatize the headline.
9. What are atmosphere illustrations?
10. What are imaginative illustrations?
11. What is a demonstration illustration?
12. What are predicament illustrations? What objection is sometimes made to this type? Is this objection valid?
13. How may the senses be visualized in illustrations?
14. What are historical illustrations?

15. Explain the decorative illustration.
16. What is the before and after type? The factory and owner type? The trade-mark type?
17. What are secondary illustrations?
18. What types of illustration are most used in present-action copy? In future-action copy?
19. How can the advertiser determine the amount of space to give to illustration?

PROJECTS

1. Illustrations in advertisements may enter into all five steps of a sale, but many go only part of the way. Using the most important advertising pages of the current *Saturday Evening Post* as your laboratory, tell what the illustration or illustrations in each advertisement accomplish in a sales way; then classify the illustrations into types as described in this chapter. Consider the secondary illustrations as well as the primary; they often do an important part of the selling job. Unless otherwise instructed, use these pages:

The second cover
 Pages 1, 3, and 4
 The page opposite "Post Scripts"
 The center spread
 The third cover
 The fourth cover
 A single-column quarter page that you like
 A double-column quarter page that you like

2. A picture of a pretty girl may catch a moment of your attention, but if it doesn't do more than that, if it doesn't "tie in" with the product advertised, or lead the reader into the advertisement, shouldn't it be reserved for some more useful purpose? See if you find in your favorite current magazine or daily paper any advertisements in which the illustrations seem to you to be more or less useless and irrelevant. Write a brief, pointed criticism of any that you find, and then suggest a type of illustration that would, in your opinion, be better. Be sure to explain why your suggestion is better.

3. Find in current magazine or newspaper advertisements at least 10 of the types of illustration discussed in this chapter, all different. Clip them out, mount each on a separate sheet, and attach a brief identification and critical comment similar to the captions used under the illustrations in the text.

CHAPTER XIV

METHODS OF PREPARING ILLUSTRATIONS FOR PRINTING

The advertiser must choose from several methods of illustrating. Photographs. Wash drawings. Pen and ink. Gouache. Pencil and crayon. Processes of making cuts. The half-tone screen. Zinc etchings. Quarter tones. Woodcuts and imitation woodcuts. Composition cuts. Electrotypes. Color plates. Ben Day. Other methods.

WHAT to illustrate and the kind of illustration to be used are problems in the solution of which several may confer. If the account is being handled by an agency, the illustrations for the advertising campaign may be determined by the artist, the layout man, the account executive, and the client represented by the advertising manager. In some instances the sales manager will offer valuable suggestions.

After the decision is made as to what illustration or illustrations will best assist in performing or helping to perform the sales steps in the advertisements under consideration, a choice must be made from the various methods of making illustrations of the one that is best for the mediums to be used and for the general sales and advertising plans. These methods will vary in accordance with whether the campaign contemplates the use of smooth-paper magazines or the rougher paper newspapers.

The kinds of illustrations most used are photographs, wash drawings, pen and ink, pencil, crayon, oil or water-color painting, or a combination of two or more of these.

Some advertising agencies employ an art visualizer whose advice is sought about the illustrations wanted and the method of making them.

The simplest way to reproduce an article, whether it be a can of beans or a ponderous machine, is to photograph it. Examples of illustrations made from photographs are shown

on pages 121 and 123. If it is desired to enliven the product and to show it in use, human beings may be introduced into the picture. They can be drawn in after the photograph of the article is taken, or they can be posed and photographed. Professional models may be used, or suitable persons may be induced to allow their pictures to be used for advertising. Sometimes, as in cases where workingmen are wanted, better results can be obtained by photographing a workingman just as he is, working clothes and all.

Practically all photographs that are to be reproduced on paper must be retouched; that is, the artist must go over them with a brush and water color, to give them greater contrast so that the reproduction will be clearer and sharper.

A wash drawing is really a transparent painting in black and white. The artist first sketches with a pencil, then with a brush makes the finished drawing. Many illustrations are combinations of photographs and wash drawings. The illustration in Fig. 19, page 131, was made from a wash drawing.

Pen-and-ink drawings are used in both newspapers and magazines. On page 157 is a reproduction of an advertisement in which pen-and-ink drawings are used. These are sometimes called "line" drawings, and the cuts made from them are called "line cuts." If a line cut is needed to show a product of which a photograph has been taken, it is possible to make a "silver print" from the photographic negative. The artist draws on the photographic print with pen and ink the lines which he wishes to retain, then the rest of the photograph is bleached out with chemicals. In pen-and-ink drawings a fine brush may be used instead of the pen.

Where especially fine color reproductions are desired, the advertiser may use an oil or water-color painting, the latter a transparent medium. Some of the noted artists do this work for commercial purposes, charging as high as \$1,000 and upward for each painting.

The gouache drawing is an opaque medium in which water-color paint is used.

Where a soft effect is desired, the artist, if he prefers that medium, may use pencil or crayon.

PROCESSES OF MAKING CUTS

Assuming that we have a photograph, a wash drawing, or a painting, let us see how it is reproduced on paper by the half-tone process. The problem is in some way to transfer the picture to a metal plate which will be as strong as metal type and from which thousands of copies may be printed if they are needed.

It is easy enough to sensitize copper or zinc and to take a photograph on it, just as paper is sensitized and developed, resulting in a photograph. The trouble is, however, that if such a plate were placed in a printing press, inked, and impressed on paper, there would be nothing but a black daub.

THE HALF-TONE SCREEN

About 1890 there came into commercial use a wonderfully ingenious, yet simple, invention that revolutionized the art of printing pictures, so that instead of a black daub, a perfect reproduction of the picture could be printed from a metal plate. That invention is the screen used in making half-tone cuts. To explain the use of the screen, let us go back to the original retouched photograph and trace the entire process.

The photograph which we want to print is tacked up on a board in front of a camera in which is placed a photographic plate or film. In front of this plate and between it and the original photograph is placed the screen referred to above. This screen is simply two plates of glass upon each of which straight lines have been scratched, running diagonally. These two plates are fastened together so that the lines intersect each other, forming tiny squares like the meshes of a window screen. The number of lines to the inch varies from 65 to 250, and the squares are so small that an enlarging glass is necessary in order to see them. The fineness of the screen is determined by the quality of paper upon which the printing is to be done.

Having interposed the screen, the operator now takes a picture of the original photograph on the regular photo-

graphic plate and develops it. He then has a negative, just like any negative, except that all of the fine crisscross lines are opaque and have prevented the light from going through, so that where the lines were, the plate was not affected by the light. When the plate is developed, the picture appears to be crisscrossed with fine lines.

The next move is to transfer this crisscrossed picture to the metal. The first thing to do is to get the thin film, which constitutes the negative, off the glass and on to another plate of glass. The film of an ordinary negative consists of a substance similar to liquid court plaster. This is stripped or peeled off very carefully, after being treated with chemicals, and placed on a large square of heavy plate glass, face down (reversed).

The operator is then ready to print on the metal. The plate glass on which the film rests is placed in a printing frame. The copper or zinc plate to be used is sensitized so that the image can be photographed on it. It is also coated over with an enamel which, where the light strikes, will be acid resisting. As the opaque lines of the screen do not let the light through, the enamel will not be acid resisting where the lines appear. A powerful arc light then photographs the negative on to the metal plate, which is then taken to the etcher, who places it in a tub filled with acid. The acid eats away the metal where the lines come and leaves the metal in the squares. These squares are so small as to look like dots. The dots will vary, some being light and some heavy, corresponding to the light and heavy shadings of the original photograph. On the insert between pages 216 and 217 is an enlarged half tone showing the variations in the dots, and the clear spaces which correspond to the lines of the screen.

The screen, then, is what breaks the photograph up into dots and makes possible a printing surface. In ordering a half-tone cut, the advertiser must know whether he intends to use a smooth paper, or a less smooth one like a newspaper, for if the screen is too fine, the dots will be so close



65-line screen, used for newspapers, rough papers, cover stock, etc.



85-line screen, used for better grade news stock and low-grade machine-finished papers.



100-line screen, used for machine-finished papers and low-grade book papers.



120-line screen, used for book papers, and medium-grade coated papers.



133-line screen, used for coated papers of average good quality.



150-line screen, used for best grade enamel-coated papers.

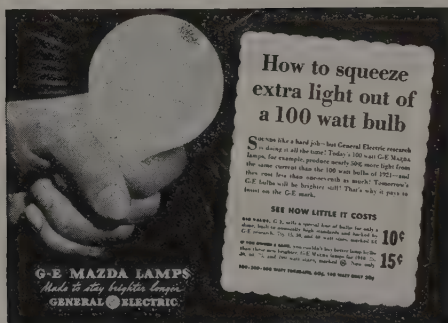
Examples of some of the many halftone screens available, with a brief explanation of the types of paper on which they may be printed.



Silhouette halftone.



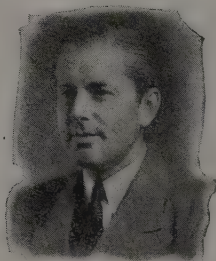
Halftone with silhouette
top and square bottom.



Combination line and halftone.



Silhouette halftone with
vignette bottom.



Halftone with full vignette.

This center spread shows some of the many types of finishes in which halftones may be prepared.



Square halftone with line.



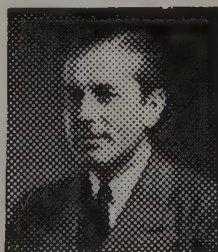
Square halftone without line.



Combination line and halftone showing also highlighting in the light bulb.

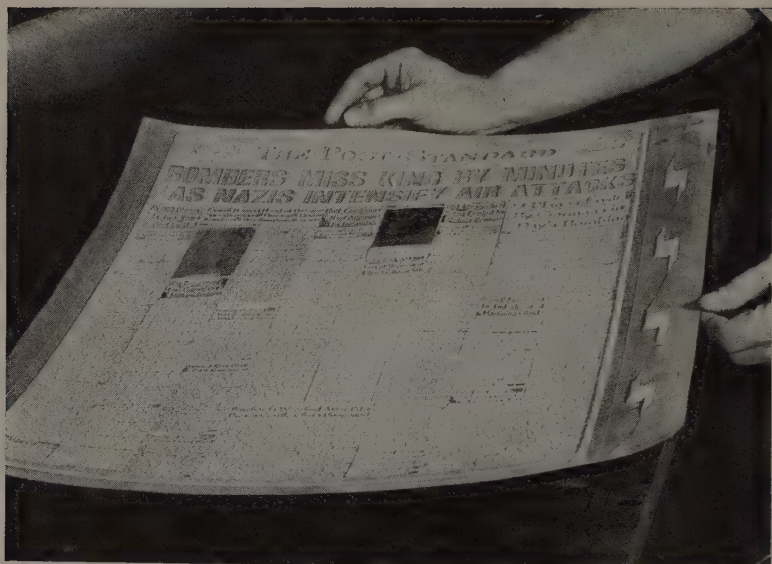


Oval halftone with line.

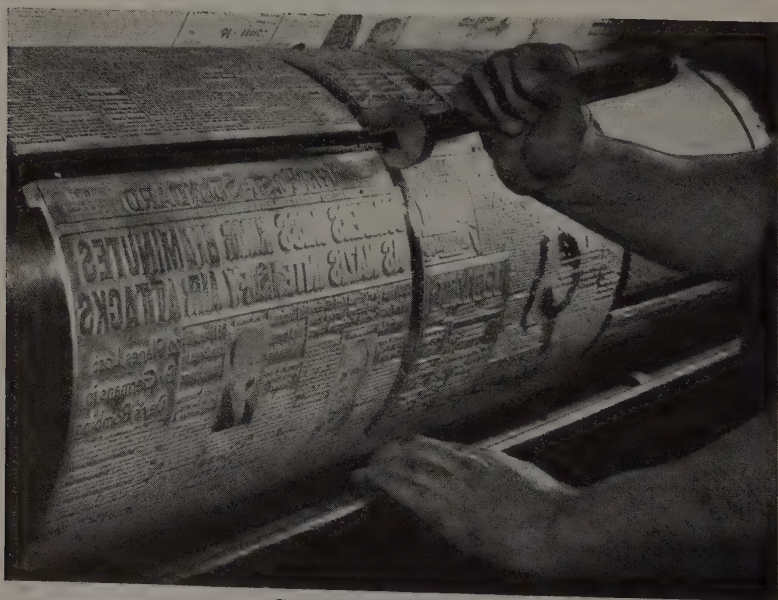


Enlargement showing dots produced by the halftone screen.

This center spread shows some of the many types of finishes in which halftones may be prepared.



Stereotype mat.



Curved stereotype plate.

See page 235 for detailed explanation of stereotype process.

together that the ink will smudge. Screens run from 65 lines, which is good for newspapers, to 250 lines, which is used on the smoothest coated papers. The finer the screen the better the details of the picture are brought out. For ordinary catalogue and booklet work, 133-line is satisfactory. Most national magazines use 120-line screen.

The process of zinc and copper half tones is essentially the same. Zinc cuts are used in newspapers because of the fact that they are less expensive. Copper is generally used for finer printing and gives a sharper impression than zinc.

On the insert between pages 216 and 217 are shown the most common finishes and some of the different screens.

A half-tone cut can be made from almost any kind of picture or painting. It is the kind of cut most frequently used for the reproduction of photographs, wash drawings, water colors, and oil paintings. Sometimes the negative is made from the actual object itself, instead of from a photograph. This is known as "direct" work.

ZINC ETCHINGS

Pen-and-ink drawings are reproduced by zinc etchings, largely used in newspapers and on any paper, rough or smooth. The process, like that of the half tone, is one of photoengraving. Here there is no need of imposing a crisscrossed screen, because the lines themselves form a printing contact. The zinc plate is sensitized so as to receive the lines of the illustration. Acid then eats away the zinc between and around the lines so that all that is left is a reproduction of the line (pen-and-ink) drawing.

QUARTER TONES

Quarter tones, or double process half tones, are sometimes used. To produce the desired result a half tone of the original photograph or drawing is made one-half the size the cut is to be when used. This preliminary half tone is double the final screen value desired. A proof of this plate is then carefully taken. This proof is retouched, fading

grays being painted out and the blacks made more prominent. From this retouched proof a line plate double its size is made. The result is that the "screen pores" are enlarged until they resemble the boldness of line plates.

WOODCUTS

Before the day of half tones and zinc etchings, the woodcut was used. In this form of illustration the artist engraves the picture with sharp tools on the face of a wooden block. In some of the mail-order catalogues this type of engraving is used today. Even on thin and cheap paper it brings out detail clearly. Woodcut imitations (line drawings) are frequently used. Striking results are often secured by artists who use "scratch-board" technique. Here the artist scratches lines on a black coated cardboard. Reproductions of these drawings resemble woodcuts.

COMPOSITION CUTS

Cuts are being made today from a composition that resembles hard rubber or linoleum. Handwork is employed as it is in woodcuts. This method gives excellent results for window and store posters, where a limited number is required.

ELECTROTYPES

Where an advertiser wants a number of cuts of the same subject, for instance to send to his dealers for use in local newspapers, he has electrotypes made. These are simply duplicates of the original half tone, zinc etching, or woodcut. A wax or lead mold of the cut is made, and by the process of electroplating a thin layer of copper is deposited, which is backed up by heavier metal and mounted on a wooden block.

Electrotypes are also made of type matter where a large number of impressions are desired or where future editions may be wanted, as the "electros" save resetting the text.

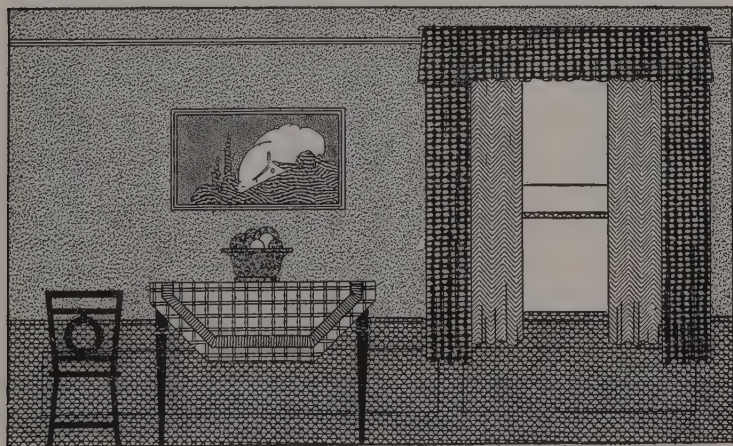
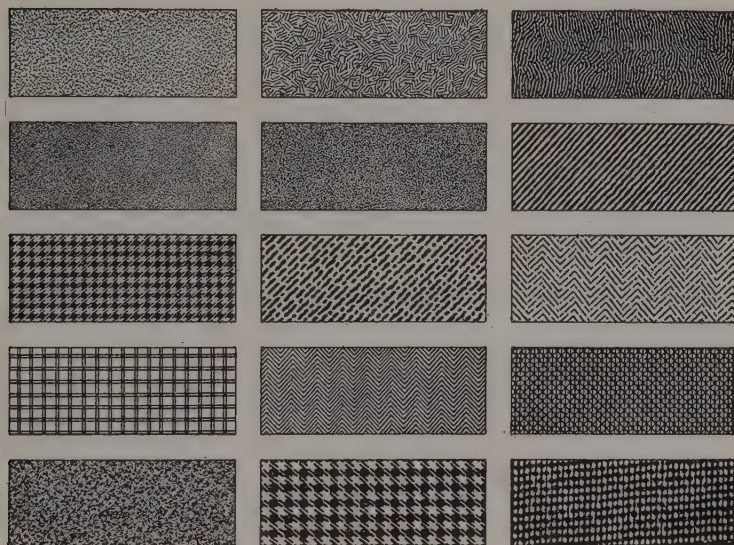


FIG. 38.—*Top*: A few of the many Ben Day shadings available to photoengravers. Several of these designs have been used in the illustration on the lower half of the page. See page 220.

Electrotypes are made of both copper and nickel, the latter being more expensive.

COLOR PLATES

To reproduce paintings or colored drawings by the three-color process, it is necessary to make one half-tone plate for each of the three primary colors—red, yellow, and blue, and sometimes one is also made for the black. The paper must be run through the press as many times as there are plates. By superimposing one color on another, secondary colors and shades can be obtained so that there appear to be more than the primary colors and black. For instance, blue printed over yellow will give a shade of green. Colors are much used in magazine and direct advertising as well as in an increasingly large list of newspapers.

BEN DAY

Ben Day is generally applied to line cuts. It is a treatment of those parts of a cut which would usually show up white, to make them appear shaded, tinted, or altered by various designs. It is done by impressing the design through a stencil, with acid-resisting ink, on the zinc or copper before the plates are etched, or on the original artwork from which the photoengraving is to be made. On page 219 are shown a few of the many stencils available.

OTHER METHODS

Illustrations may be reproduced by lithography and its allied processes, by rotogravure and other forms of "intaglio" printing, and by the silk screen process. Further mention of these methods will be found in Chap. XV, on Typography and Printing.

SELF-TEST QUESTIONS

1. What kinds of illustrations are most used for advertising purposes?

2. Discuss the photograph as a means of illustrating an advertisement.
3. What is a wash drawing?
4. What is a line drawing? A silver print? For what kind of work is the line drawing suitable?
5. When are oil paintings used for reproduction?
6. For what purpose is the crayon drawing suitable?
7. Explain how half-tone cuts are made.
8. How does the quality of the paper to be used affect the making of the cut?
9. For what kinds of illustration is the half-tone cut used?
10. How are zinc etchings made? For what are they used?
11. What are quarter tones?
12. How are woodcuts made? For what are they used?
13. What are composition cuts?
14. What are electrotypes? What are the advantages of electrotypes over originals?
15. How are color plates made?
16. What is the Ben Day process?

PROJECTS

1. Find in a current magazine examples of as many as possible of the following kinds of illustrations: photograph, wash drawing, pen-and-ink, charcoal or crayon, woodcut imitation, Ben Day, four-color work, two-color work, combination of half-tone and line cuts. Mount each separately and identify. Feel free to add any comments that occur to you: for example, do you think the form of illustration used is appropriate or inappropriate, and why? Can you suggest any changes in art treatment (*not* in layout) that would improve the effectiveness of the advertisement?
2. Again using the current issue of your favorite magazine, which advertising illustration do you consider the finest example of the photoengraver's art? Discuss fully, showing the reasons for your selection.

CHAPTER XV

TYPOGRAPHY AND PRINTING

An epochal invention. Primary function of type. Selection of type. Sizes of type. Pica and em. Styles of type. Characteristics of type faces. Type families. Modern Roman. Italics. Modernistic type faces. Leads. Type faces used by the Curtis Publishing Company. Typesetting companies. Typesetting machines. Stereotyping. Printing processes: letterpress, lithography, offset, photolithography, intaglio. Silk screen process.

THE invention of movable types which made possible printing as it is known today was one of the most important in the history of the race. It made possible widespread dissemination of books and periodicals; it increased the literacy of people; it has been an important factor in education and progress.

Credit for the invention is usually given to Gutenberg, who first printed from movable types at Mainz, Germany, about 1440. Some historians believe that the honor should go to Laurens Coster of Haarlem, who is thought to have printed in 1426 part of a book entitled "Mirror of Human Salvation" from movable types and part from blocks. As the printer failed to put his name on the work, there is no direct proof that it was printed by Coster. Some authorities claim that movable type printing was done in China long before either Gutenberg or Coster.

Whatever the truth of the controversy, recognition was given to Gutenberg by the 1940 celebrations of the five hundredth anniversary of the invention of printing. In the United States and many other countries, exhibitions were held and the name of Gutenberg was honored.

Before the invention of printing all documents were handwritten and only a small part of the population could read

or write. Early Roman scribes used a reed pen for writing and a chisel for cutting letters in stone. Progress was made when text and illustration were cut in relief on a wooden block. This was inked and paper laid upon it and pressed down. Blocks were expensive and difficult to make. Moreover the type could not be redistributed and used in printing other documents. Necessity for a better method was the mother of an invention whose benefit to civilization can hardly be estimated.

The first movable type faces were similar to what is now known as Old English, derived from the Gothic letter. This should not be confused with Commercial Gothic of present-day print shops, which has little or no resemblance to Old Gothic.

About 1470 Nicholas Jensen in Italy, recognizing the need for a simpler type, originated the Roman type face from which the Roman type faces of today have descended. Jensen's successor, Aldus Manutius, in 1481, originated the type known as Italic, named in honor of his country. This was originally a separate face but later an Italic was designed for practically every family of type which is largely used in advertising, to give emphasis and to relieve monotony.

Another name that stands out in the history of printing is that of William Caslon of London, who in 1722 designed the face now known as Caslon. It is doubtful if a better type for all-around use has ever been designed, and even today it is one of the stand-bys. It is easy to read, attractive, dignified, and clear cut. Before the advent of the present modernistic faces the saying used to be "when in doubt, use Caslon."

PRIMARY FUNCTION OF TYPE

The primary function of type is to help convey a message to the reader. It should not attract attention primarily to itself, but it should be considered as an instrument by which the advertiser can make plain the thought he wishes to express. It must, therefore, first of all be easy to read;

then, if possible, it should harmoniously suggest by its design something of the character of the product advertised. This appropriateness may be illustrated by thinking of two vastly different products, like confectionery and heavy machinery. Obviously, a light, rather ornate type would appropriately suggest confectionery, while a heavier type would help convey the idea of the sturdiness of machinery.

Typography is an art to which some men devote many years of study. The average advertising man cannot hope to become an expert in this art but he can learn some of the fundamental principles. If a good typographer is present in the printing shop, consultation with him will be conducive to good results, for he has trained himself to visualize how the advertisement, circular, or whatever it may be, will appear when set up in type.

SELECTION OF TYPE

In selecting the type the advertising man will consider carefully the copy. He will decide whether one continuous thought runs through it or if there is an outstanding idea which should be featured. If the thought is continuous he will use a uniform style. If there is an idea that should be emphasized it will probably require some different type. If the headline makes a calm statement and the copy is conservative both would be set with a continuous and even effect. Where the contrary is true the headline and copy might be broken up into different styles and sizes of type.

Many times the illustration gives a hint as to what type to use. If the drawing has a bold poster appearance, a type in keeping should be used. Some products like machinery may call for a heavy type, while dainty products like cosmetics, lingerie, confectionery may need a lighter type face which will be harmonious with such products. Expert typographers agree that the number of families of type used in one advertisement should be limited, probably to one family only or at most to two.

In nearly every advertisement in the popular magazines examples of hand lettering will be found, especially in headlines and logotypes (name plates of the advertiser). Hand lettering requires the services of an artist to make a drawing and of an engraver to make a plate.

SIZES OF TYPE

We shall consider the sizes of type and how they are designated. Printers use the point system—that is, they grade type according to its height, 72 points amounting to an inch. When the term “6-point,” “8-point,” or “12-point” type is used, it means $\frac{6}{72}$, $\frac{8}{72}$, or $\frac{12}{72}$ of an inch. Following are a few of the sizes:

This is a sample of 6-point

This is a sample of 8-point

This is a sample of 10-point

This is a sample of 12-point

This is a sample of 14-point

and so on up to 72-point, which would be one inch in height. The metal type itself would be an inch, but the actual print would be a little less than an inch, as allowance must be made for a small shoulder on the metal. The point system was first recommended by a French type founder, Pierre Fournier, who issued in 1764 a treatise on typography in which he outlined a plan of type measurement practically identical with the one in common use today. It was not until 1885, however, that the type founders of the United States adopted it. Previous to that time the type sizes were designated by names, as agate, nonpareil, minion, brevier, pica, and many others. Of these names which have passed out of use to designate type sizes two survive because they are units of measurement—the agate and the pica.

The agate line is made the basis of advertisement space measurement, 14 agate lines equaling one inch. Many

publications charge so much per line, say 10 cents a line, for space. That means \$1.40 per column inch. Agate type, if expressed in the point system, would be $5\frac{1}{4}$ point. In actual practice that size type has been discarded, but the unit of measurement remains.

PICA AND EM

The other name that still survives is the pica, which was the old name for the size of type now called 12-point. The em quad of that size being square, 6 pica ems or 6 picas equal one inch measured either way, so that the pica when considered by itself is the measurement for one-sixth of an inch. The em should not be confused with the pica as the em is always the square of the body of type under consideration. There is an em for every size of type. For instance an 8-point em is 8 points wide and 8 points high and a 12-point em is 12 points square. Similarly there are 14-point ems, 18-point ems, and so on up. The chief use of the term "em" is to designate the spacing or indentation (called "indention" by printers) of paragraphs and lines.

The term "pica" is frequently used to designate the length or width of pages or columns. As the point system is used universally it is a decided advantage to designate the measurement of plates in picas so that they will justify with other material.

STYLES OF TYPE

We now come to a more difficult matter—that of type styles. Many men have made a life study of this subject and have become expert typographers. In this book we can do little more than indicate what some of the problems are, leaving the more detailed study for advanced work.

More than 1,000 styles of type faces have been manufactured by type foundries. They may be divided into the groups named on pages 227-228. In each case the name of the group has been set in 14-point type of the style named

in the line, and in parentheses are the names of the type faces in which the lines have been set. Under the 14-point lines are the names of some additional members of the group named in the 14-point type.

1. **This Is Old Style Roman (Caslon)**

Cheltenham, Cloister, Garamond, Garamont,
Goudy Old Style

2. **A Modern Roman Face (Bodoni)**

Bernhard Modern, Century Corvinus, Goudy Modern,
Scotch Roman

3. **This Is a Gothic Face (Bernhard Gothic)**

Gothic Modern, Kabel, Lightline Gothic, New Gothic,
Steelplate Gothic

4. **Sans Serif, Related to 3 (Futura)**

Futura Book, Sans Serif

5. **This Is Text (Goudy Text)**

Caslon Old Black, Engraver's Old English, Wedding Text

6. *This Is Script (Typo Script)*

Bond Script, Trafton Script, Type Script

7. *This Cursive Is Related to 6 (Goudy Cursive)*

Cheltenham Cursive, Cloister Cursive, Raleigh Cursive

8. **A Shaded Type (Antique Shaded)**

Bodoni Bold Shaded, Copperplate Gothic Shaded,
Waldorf Text

9. **A Poster Face (Cooper Black)**

Foster, Goudy Stout, Pabst Extra Bold

10. A Square Serif Face (*Stymie*)

Breton, Cushing Antique, Memphis, Tower, Ultra Bodoni

11. This Is Open Style (*Goudy Handtooled*)

Gothic Outline, Beton Open, Caslon Shaded, Futura Inline

12. A Style Called Novelty (*Flash*)

American Backslant, Canterbury, Caslon Swash, Parsons

13. This Is Typewriter Type (Standard Typewriter)

Goudy Remington Italic, Oliver Printype, Royal Typewriter

14. Initials and Capitals (Caslon Open)

Ben Franklin Initials, Bernhard, Tango, Swash Caps, Cloister Initials, Vogue Initials

CHARACTERISTICS OF TYPE FACES

The most important style of type is the Roman, which is itself divided into two classes, Old Style and Modern. There are many families of each and more are being designed. The Roman type is used for practically all books, magazines, and newspapers.

The Old Style Roman was originally designed for use on soft paper. Originally all paper was soft and had to be moistened before it was printed upon. The type was designed with fine lines so that when the ink ran into the moistened paper, it would not appear too black and coarse. The Old Style type, therefore, was designed to allow for expansion after the printed impression was made.

We shall now examine the characteristics of the Old Style Roman letter.

T p d r R

This is a sample of Old Style Roman

The above letters are Caslon, a modification of ancient Roman. Whether written with a reed pen or cut with a chisel on stone the letters were similar. The chisel cut a troughlike stroke with ends rough and unfinished. To make the job more workmanlike the cutter made cross strokes at the ends, giving rise to what we call the "serif." The fillet was added to fill in the space between the serif and the stroke and to give a more graceful appearance.

The original Roman letters were all capitals or upper case. Later lower-case letters were designed to relieve the monotony and make reading easier. The ascender is that part of the letter above the guide line as in lower-case b, d, f, h, k, and t and the descender is that part below the guide line as in lower-case g, j, p, q, and y. The swash, illustrated above in the capital R, was often used for ornamental purposes.

Gothic, it will be noted, is a simple straight line without shadings or "serifs." Serifs are the little cross lines and ornaments which may be seen by comparing a Gothic T with a T of another style.

Gothic type is used for cards and invitations and in some cases for headlines of advertisements where the advertiser wants to express the idea of strength or reliability, as of a ponderous machine. However, under certain conditions, it may be used to express cheapness.

Script is an imitation of handwriting and is not used to any extent in advertising.

Old English, also known as "Text," has come down to us from the early history of printing. It may be used in formal documents and for decorative purposes, but rarely in advertisements.

TYPE "FAMILIES"

Many of the most used type faces are subdivided into "families." Cheltenham is one of these. Below we give specimens of 10 varieties of Cheltenham type, followed by descriptions of some of the other faces:

Cheltenham is a good, all-around type, giving the impression of honesty and sincerity. It is cut in a variety of shapes, giving a large range of choice, as:

Cheltenham Old Style

Cheltenham Old Style Italic

Cheltenham Wide

Cheltenham Wide Italic

Cheltenham Bold

Cheltenham Bold Italic

Cheltenham Bold Condensed

Cheltenham Bold Condensed Italic

Cheltenham Bold Extra Condensed

Cheltenham Bold Extended

Garamond—One of the faces most used in advertisements. Legible and attractive.

Caslon—A clean-cut type that leaves an impression of quality, dignity and definiteness. It is used for both body and display.

Bookman—This is also called Old Style Antique. It is simple, masculine, and leaves the impression of reliability, without heaviness.

Futura—A modernistic sans-serif type which has gained great popularity and is extensively used in advertisements and booklets.

French Old Style—This is feminine, expressing daintiness, grace, cheerfulness, and refinement.

Goudy—This is another feminine type, but it has a free and easy swing that makes it express frankness and activity.

Cloister—This type conveys a hand-lettered effect and expresses quality and class.

MODERN ROMAN

The division of Roman type into Old Style and Modern is no longer clear cut, as some of the Old Style faces have been

modernized. New faces are constantly being put on the market by type founders and by companies that manufacture typesetting machines. Modern faces, as a rule, have a sharper contrast between the hairlines and body strokes.

A	A	a	a
B	B	b	b
C	C	c	c
E	E	e	e
J	J	j	j
M	M	m	m
Q	Q	q	q
R	R	r	r
Y	Y	y	y
24-point Caslon, upper case	24-point Bodoni, upper case	24-point Caslon, lower case	24-point Bodoni, lower case

Another difference is in the serifs, a study of which will help us to distinguish between different faces of type. Above are comparisons of Caslon Old Style and Bodoni, a Modern face.

It will be seen that Modern face serifs are more nearly square and more regular while Caslon has a designed irregularity. The Bodoni has no fillets and the contrast between the hairlines and stem strokes is marked.

Scotch Roman—This type is masculine and gives the impression of activity, business efficiency, and common sense.

Bodoni—Bodoni is sharp, active, full of pep, giving an impression of being wide awake and up and doing.

There are many other Modern families that are Old Style in name but modernized.

ITALICS

Slanting lines have always been used by artists to express action. So the Italic types of all the families are used for emphasis. Following are samples of Italics:

This is Goudy Italic

This is Caslon Italic

This is Kennerley Italic

This is Bookman Italic

This is Garamond Italic

This is Bodoni Italic

This is Scotch Roman Italic

This is Gothic Italic

Bold, or black-face, type is also used for emphasis. It should be remembered, however, that too much emphasis means no emphasis; hence Italic and bold-face type should be used sparingly.

MODERNISTIC TYPE FACES

During the later years a large number of new type faces called "modernistic" have been created. Some of them are based on Old Style Roman faces; some on Modern Roman faces, while others are entirely new designs. Modernistic faces for the most part have no serifs and consequently are called "sans-serif" types.

Modernistic type faces came into being about the time that modernistic art appeared in advertising. It is yet too early to predict the future with respect to which of the modernistic faces will survive or whether or not they will supplant the traditional faces. Both are now being used and probably will be for some time to come.

LEADS

Leads, pronounced "leds," are thin strips of metal inserted between lines of type. They are used to make crowded

text more readable and sometimes to "pad out" where copy does not quite fill the space in which it is intended to go. The effect of a 2-point lead may be seen from the following:

Solid

There is grandeur in this view of life, with its several powers, having been originally breathed by the Creator into a few forms or into one, and that, whilst this planet has gone cycling on according to the fixed law of gravity, from so simple a beginning endless forms most beautiful and most wonderful have been, and are being evolved.

Leaded

There is grandeur in this view of life, with its several powers, having been originally breathed by the Creator into a few forms or into one; and that, whilst this planet has gone cycling on according to the fixed law of gravity, from so simple a beginning endless forms most beautiful and most wonderful have been, and are being evolved.

TYPE FACES USED BY THE CURTIS PUBLISHING COMPANY

The Curtis Publishing Company lists the following type faces as available at the company's plant for setting advertisements. The numbers in parentheses are the number of styles of the face carried: Bernhard Gothic (6); Binney Old Style Monotype (4); Bodoni (16); Bruce Roman (2); Caslon (29); Century (7); Cheltenham (26); Cloister (14); Forum (1); Garamond (9); Goudy (18); Kennerly (5); Modern Extended (2); Old Style Antique (4); Scotch Roman (5). Sizes of these faces run from 5-point to 120-point but the company does not carry all sizes in every face or style.

TYPESETTING COMPANIES

Much of the setting of type for advertisements and other printed matter is now done by typesetting companies who serve advertisers, advertising agencies, lithographers, and printers. This does away with the necessity on the part of the printers of installing typesetting machines or carrying a large stock and wide variety of type faces. Here are the faces carried by one of the larger typesetting companies:

Linotype.—Antique, Benedictine Book (2); Caslon (10); Century (2); Cheltenham (7); Gothic (3); Egmont (2); Memphis (4); Metroblack, Motrolite, Modern (2); Old Style, Pabst Bold, Ronaldson (2); Scotch (2); Typewriter.

Monotype.—Bodoni (7); Bookman (2); Caslon (5); Cheltenham (3); Clear-face Italic, Condensed Gothic; Cushing (2); DeVinne Outline; Garamond (6); Gothic (3); Goudy (5); Modern (3); Old Style (2); Sans Serif (3); Stymie (2).

Foundry.—Airport (3); Bernhard (6); Beton, Bodoni, Caslon (2); Corvinus, Futura (2); Gillies, Kaufman, Metropolis, Newland, Onyx Stymie (2); Trafton, Weiss.

Specimens of some of the most commonly used faces will be found on pages 508-511, Appendix.

Trade compositors frequently employ layout men and typographic experts who will assist their customers if such service is desired.

TYPESETTING MACHINES

In the majority of newspaper offices, typesetting companies, and the larger printing establishments type is set by machines. Many of the headlines and display words or sentences are also machine set but some of the headlines where a large display type is used must still be set by hand or done on the Ludlow. The following types of machines are available:

Linotype.—In Linotype composition the type is cast in "slugs"—i.e., the entire line is cast in a single piece of the desired width, type face, and size. Most newspapers use this type of machine. In correcting proof, even though only one letter is wrong, the entire line has to be reset.

Intertype.—This is also a slug-casting machine and is similar in principle to the Linotype. Matrices of the Linotype and Intertype are interchangeable.

Monotype.—A Monotype is actually two machines, one of which is operated by a keyboard which cuts a paper stencil similar to those used on player pianos. This stencil is run through a second machine which casts each character

separately. The cost of Monotype composition is somewhat higher than that of Linotype or Intertype. Monotype is much used for intricate work such as tabular matter.

Each of these three machines is operated by means of a keyboard similar to that of a typewriter, although the arrangement of the characters is different.

Ludlow.—This is a device that casts metal slugs from brass matrices which are set by hand. It is used mostly for setting large display faces. The operator picks up the matrices and inserts them in a stick. The matrices are locked up and placed in a casting machine where the line is cast in a single slug.

In most advertisements the amount of text is relatively small; consequently the advertiser will have it hand set if he believes that by this method he can get a better job.

Type which printers carry in stock for hand setting is usually called foundry type and is obtainable by all printers who have use for it. Hundreds of faces, styles, and sizes are available. Foundry type is often used in conjunction with Linotype or Monotype composition in the same advertisement or booklet. On page 236 is an advertisement of American Type Founders announcing some new type faces. Such announcements are frequent.

STEREOTYPING

Practically all daily newspapers are printed from stereotype plates. Type is set on machines and a page-size form is made up on a table. Over the entire page form is placed a prepared sheet of cardboardlike material the size of the page. Great pressure and heat are applied, resulting in an exact reproduction of the newspaper page on the cardboard sheet, which is thenceforth called a matrix, popularly abbreviated to "mat." This mat is placed in a curved box, if the paper is printed from a cylindrical press, and melted metal is poured on its face. The result is a curved plate, exactly reproducing the page. This plate is fastened to the cylindrical press. Where newspapers are printed from flat



...Those smart new
type faces are
AMERICAN

You've seen them in your morning newspapers and your favorite magazines—carrying the message of leading advertisers—attracting attention to the wares of well-known merchants.

There's no accident in these circumstances. These advertisers know the value of styling their advertising as well as their merchandise to the times. They recognize this same quality in the new ATF types . . . consciously use it to develop more business.

Likewise do these advertisers recognize the economy of a quality product . . . they know that only in ATF type can they be sure of the hardness, uniformity and printability essential to carry the atmosphere of quality into the printed page or mailing piece. We will be pleased to provide you with showings of these smart new faces. See your ATF Salesman, or write to

**American
TYPE FOUNDRERS**
200 ELMORA AVENUE • ELIZABETH, NEW JERSEY
Branches and Selling Agents in 25 Cities

Types used: Alternate Gothic No. 2, Onyx, members of Bodoni family

FIG. 39.—New type faces are frequently designed and offered to printers.
See page 235.

presses the pages are molded flat. The mat is an economical way for a manufacturer to send to his dealers all over the country illustrations and completely prepared advertisements. All the dealer has to do is to take these to the newspaper office, where first a metal cast is made. This is placed in the page make-up and another mat and page cast are made for use on the press.

PRINTING PROCESSES

Letterpress.—The most used printing process is called “letterpress,” “relief,” or “raised surface” printing. This is commonly employed for producing newspapers, magazines, booklets, books. The type may be set by hand or by machine.

Lithography.—Another form of printing is lithography, which includes offset printing and a number of similar processes which bear different names. This method is often called “planographic” or “surface” printing. In direct lithography, a variety of stone found only in Germany is used. The type or illustrations to be reproduced are drawn on the stone in reverse with a greasy ink or crayon. A water roller is passed over the stone before the ink is applied; the ink roller is then passed over the stone and, as water repels grease, only those portions of the printing surface that are covered with the design receive the ink. “Offset” is an indirect lithography in which the transfer surface transfers its design to an intermediary rubber roller which in turn prints on the paper.

Photolithography.—A process which has had rapid growth in recent years is photolithography. One of its advantages is that illustrations, both line drawings and photographs, can be reproduced without the expense of making cuts. In photolithography, copy, including pictures, is photographed, the negative is transferred to a sensitized plate (zinc or aluminum), after which the plate is printed on fast offset presses. For reproduction of a photograph, a screen is used as in the first steps of making a half tone, but no

cuts are made. Text matter must be set up and proofs taken, which are then pasted on the copy to be "photolithed." In many instances, typewritten material is reproduced directly from the original typewriting. It is possible to reproduce as many colors as desired. A comparison of a half tone produced by the letterpress process with a photograph reproduced by "photolith" will show that the former gives clearer detail while the latter gives a softer effect.

Intaglio.—"Intaglio" or "subsurface" printing includes rotogravure, which is found in Sunday newspaper supplements and in other printing, and engraving. An example of intaglio printing is the common "engraved" calling card. The letters are etched out on a copper or steel plate, ink is applied to fill the grooves, the surplus ink is wiped off. When the plate is pressed against the printing surface, ink adheres to the paper in ridges, giving a raised effect. Steel and copper plates engraved by the intaglio process are often used for bonds, bank notes, and certificates of various kinds.

In lithography and intaglio printing, beautiful results are obtained at prices for large runs which compare favorably with those of letterpress printing. The advertiser who contemplates issuing booklets or folders must take all conditions into consideration—the effect he wants to obtain, the character of the illustrations, the colors, and the comparative costs. Some advertisers print one booklet by one process and the next by another, a policy which tends to relieve the monotony.

To summarize—there are three principal processes of printing: letterpress, which utilizes a raised surface; planographic, which prints from a flat surface; and intaglio, in which the surface is depressed.

SILK SCREEN PROCESS

A process which can hardly be included in the three principal processes named is the silk screen process now largely used for window and counter displays and other point-of-sale advertising. Oil paints in a variety of colors

are forced through silk screens and applied directly to cardboard, paper, wood, or metal. Full-strength colors are used so as to secure additional depth. This process when properly executed gives a film coverage which can be washed with soap and water to bring the display back to its original freshness when it becomes soiled. Methods originally confined to poster art have recently been developed which make possible faithful reproductions of artwork, carrying out details, including half-tone work, in a screen somewhat finer than a newspaper half tone. The silk screen method is economical especially in short runs, as color plates are not required.

SELF-TEST QUESTIONS

1. Sketch the history of type.
2. What is the function of type?
3. What considerations should govern the selection of type for advertising purposes?
4. To what extent is hand lettering used in advertising?
5. Explain: point system, agate line, pica em, italics, serif, fillet, ascender, descender, swash, upper case, lower case, leads.
6. Name and describe the general groups of type.
7. Name and describe the most important families of Old Style Roman; of Modern Roman.
8. What are "modernistic" type faces? To what extent are they used?
9. What is the function of typesetting companies?
10. Explain the uses of the Linotype, Monotype, Intertype, and Ludlow machines.
11. What is foundry type?
12. Explain the process of stereotyping.
13. Explain letterpress printing; lithography; offset; photolithography; intaglio printing; the silk screen process.

PROJECTS

1. Which advertisement in the current *Saturday Evening Post* wins the blue ribbon for its typography? Bring in the advertise-

ment, with a carefully thought out comment showing why you have chosen it as the winner.

2. In the same magazine, do you find any advertisements that you consider typographically poor? Clip them out and write brief, pungent criticisms of them. Suggest improvements that you would have made if you had been the advertiser.

3. Almost any general magazine will show you type display that is distinctive, pleasing, dignified, simple, restful, and legible and will set it off against typography that is ordinary, irritating, flashy, overdone, tiring, or hard on the eyes. Clip and paste a set of contrasting pairs of examples illustrating these typographical opposites, with a very brief comment on each.

4. Prepare a brief essay—three or four typewritten pages—on the discovery and development of lithography. Consult any good encyclopedia on “Lithography” or on “Aloys Senefelder,” who discovered the process. Do not make your essay too technical.

5. Prepare a paper giving a more complete discussion of lithography than that contained in this chapter. If possible, obtain specimens for illustrative purposes.

CHAPTER XVI

COLOR

Principal reasons for using color. When to use color. Color in newspapers. If colors, which ones? Primary colors. Secondary colors. Hues. Tints and shades. Complementary colors. Harmonious colors. Color in the text. Effect of color on returns. Color preferences. Attention value.

THE perfection of photoengraving and of printing processes has made possible the use of color in magazines, newspapers, posters, and direct mail, whether produced by letterpress, photooffset, lithography, rotogravure, or silk screen.

The advertising man looks at color, not from the standpoint of the artist, but from the standpoint of the salesman. He must answer the question: "Will the use of color increase the selling value of the advertisement enough to justify the added expense for space, printing, and preparation of plates?" The principal reasons for using color are:

1. *To Attract Attention.*—A colored illustration has much greater attention value than one printed only in black. Color also has high memory value and can quickly bring about emotional reactions that no word descriptions can accomplish. In magazines where there are many pages of advertisements competing with each other for attention, those in color stand out over those printed only in black.

2. *To Reproduce the Package or Product.*—The red bottle of catchup, the green wrapper of soap, the light red slices of ham, the varicolored labels and packages, the warm colors of rugs—all are examples of the effective use of color in both attracting attention to and fixing the appearance of the product or package in the mind.

3. *To Direct the Eye to Parts or Qualities Needing Emphasis.* It is sometimes desired to attract special attention to some

detail of the product. Showing that detail in color, with the rest of the picture in black and white, is a most effective means of directing the reader's eye to the part it is desired to emphasize. If the product is one in which the important feature does not normally appear in color, the eye may be directed by means of a colored arrow pointing to the special feature, a circle of color surrounding it, or a spot of color used as a background for it.

In many cases the trade-mark is the only part of the advertisement shown in colors.

4. *To Create Atmosphere.*—Automobile advertisers use color to create the outdoor atmosphere. In advertising food products an exceedingly strong appeal to a fundamental human desire may be made by an appetizing picture of the product, prepared for the table. Cheerfulness, warmth, gaiety, coolness, luxury, dignity, and refinement—almost any atmosphere the advertiser may want—can be suggested by a judicious use of color. It may be pointed out, however, that some of the largest and most successful advertisers have created an atmosphere of quality without the use of any color save black and white.

It will be seen that the advertiser is not justified in using color simply for the sake of beauty. Here, as in the other physical elements of the advertisement, the effect which the advertiser desires to secure is paramount.

WHEN TO USE COLOR

Color can be used in magazines, and in some newspapers. Most magazines run the covers and a number of the inside pages in color. A color page costs considerably more than a page in black and white, and a four-color page costs more than one in two colors. The relative costs of color and black and white may be understood by reading the rates of *The Saturday Evening Post* on pages 297-298.

Where a double spread in *The Saturday Evening Post* is used, it is possible to have two colors on one page and two

different ones on the other page. Or two colors may be used on one page and black and white on the other, thus effecting an economy and still using color in the advertisement.

The problem of when to use color must be decided in each individual case, with all the facts and conditions in mind. Whether or not the added expense is justifiable depends, among other things, upon what the advertising must accomplish, how large the appropriation is, whether the product is such that a reproduction in colors will have great selling value, whether it is desired to impress a colored trade-mark or package on the minds of the people, and whether quality can be better suggested by color than by black and white.

In outdoor advertising, color is almost essential, and in most catalogues, folders, booklets, and other varieties of direct mail color is much used.

COLOR IN NEWSPAPERS

During the past few years the use of color in newspaper advertising has increased to a considerable extent. Color in one form or another can be purchased in regular daily issues of about 500 newspapers. Color is also much used in various supplementary sections of Saturday and Sunday editions.

In run-of-paper advertising, color advertisements are printed along with the rest of the paper at high speed. Comic and rotogravure sections are usually printed outside the newspapers' own plants.

One difficulty in using color in newspaper display is encountered when the advertiser wants to use four-color plates. Because of mechanical requirements such advertisements must be submitted several days in advance. However, large type color display may be secured almost as quickly as any display.

IF COLORS, WHICH ONES?

If it is decided to use color, then comes the problem of which color or colors. If the purpose of the color is to

reproduce a package, the problem is solved. It will merely be necessary to make the picture as nearly like the original as possible. But where there is no package or label to reproduce or where a package or label must be originated, the problem is more complex. In order to make a wise selection in such a case, the advertiser should have some understanding of the theory of color, which we shall now briefly examine.

Nature delights in color. The leaves, the flowers, the sky, the rising and setting sun, the spectrum, the rainbow of promise—all remind us that color is something of great importance in the scheme of the universe. The advertising man is concerned with the study of color from the standpoint of the artist rather than from the physical standpoint, for the artist must work with pigments and must actually mix them to produce various colors.

From the study of pigments we learn that there are three primary colors: red, yellow, and blue. These colors are elementary and cannot be produced by mixing any other colors together.

Each of these primary colors has a certain effect upon the mind. Yellow is most closely akin to light. It is optimistic, cheerful, and luminous. Red resembles fire. It excites and stimulates to action. In the flags of various nations it runs true to form. Even some animals are aroused to fever heat by red. Blue is the opposite of yellow and red. It represents restraint. It is quiet and soothing. Where red is warm, blue is cold. It is even used as a symbol for a depressed state of mind, having which we say we are blue.

If we mix equal parts of yellow, red, and blue pigments we find that they neutralize each other and we get a neutral gray. If, however, we mix two primary colors at a time, we get some interesting results called "secondary" colors.

Mix yellow and red and we have a secondary color, orange. This partakes somewhat of the nature of both yellow and red. It is a warm color, but not so light as yellow nor so exciting as red.

If we mix yellow and blue we shall get the secondary color, green, which also partakes of the nature of both components. It is more cheerful than blue and more reposeful than yellow. Nature uses this color for the grass and the leaves, affording our eyes relief from the glaring sun.

By mixing red and blue we get violet, the third secondary color. As might be expected, the cold color, blue, neutralizes the warm color, red; and violet, the resulting color, is nearest to black. It denotes solemnity and great dignity.

If we continue to mix the colors we already have, we can make still other colors. Mix the primary color yellow with the secondary orange and we have yellow-orange. So we can get by mixing primary and secondary colors, red-orange, red-violet, blue-violet, blue-green, and yellow-green. These colors are called "hues." There may be a large number of them as preponderance of one color or the other is put into the mixture.

A tone of color lighter than normal is called a "tint" and a tone darker than normal is called a "shade." The question of what we mean by normal naturally arises here. We may say that red, yellow, and blue are normal when they are just as red, yellow, and blue as they can be—that is, when they are at their full intensity.

If we mix yellow and violet, they neutralize each other, producing gray. The same is true of orange and blue, red and green. These pairs of colors are called "complementary." The complement of any primary color is the secondary color formed by mixing the two other primaries. The hues also have their complements.

We have seen that yellow mixed with red produced orange and that orange mixed with yellow produced yellow-orange. Yellow, yellow-orange, and orange are harmonious or analogous colors. So are violet, red-violet, and red, and likewise blue, blue-green, and green. These groups are harmonious because they are near relatives. Harmony can be produced in complementary colors by adding to each color some of its

complement, bringing both to a grayish, half-neutral point where they are harmonious.

COLOR IN THE TEXT

Color may be used to advantage in decorative initials, in borders, and in the background. The latter, however, should never be so strong as to attract attention to itself. In the text, nothing is so readable as black on white or India tint paper. Color is used in headlines or other words for emphasis. Too much color is worse than none at all; inartistically used it detracts rather than adds.

Mail-order concerns and others using direct-action copy have found that the returns from both display and direct-mail advertising are increased by the use of color. Users of future-action copy who are willing to pay the advanced rates for colored pages are usually convinced that the added attention value and impressiveness are worth the money.

That there are many who are so convinced is evidenced by the great increase in the use of color. The leading general magazines are now running a substantial portion of their total advertising space in color.

Many tests have been made by psychologists to determine which colors are most pleasing to people from an artistic point of view. There is some difference between the preferences of men and women. With men the color most preferred seems to be blue, followed by red, while women prefer red with blue as a second choice.

Red has the greatest attention value and is used more than any other color except black, which comes second to it in attention value when used on a white background. This is true of both publication and direct-mail advertising. Green and orange, according to various tests, come next in attention value, being somewhat weaker than red and black. Blue, purple, and yellow have low attention value.

Dr. Starch¹ reports some experiments carried out under his direction to determine the preferences of artists and

¹ Starch, "Principles of Advertising," pp. 597-605.

of ordinary consumers with relation to color combinations in advertisements. Dr. Starch's assistant obtained 10 single-color advertisements, 10 two-color advertisements, and 10 multicolored advertisements. One test was made with the colors on the advertisements, and the other with patches of color off the advertisements.

The tests were made on 32 male and 25 female consumers and 25 artists. Dr. Starch concludes from the results that there is a fairly decided preference for complementary combinations and the more nearly complementary the colors are, the more highly they are preferred. Dr. Starch says:

The preferences of the artists differ quite materially from the preferences of the consumers. The specific inference is that the consumer, who is ultimately the person to be reached and influenced, is a more reliable index of color preferences than are commercial artists. The difference in the results between artists and the other men and women may possibly be explained on the ground that the artists had certain preconceived ideas and theories regarding colors which kept them from showing a naive color preference. The suggestion here then is that when colors are an important matter the particular colors, tints, or shades to be used and their combinations should be determined by means of color tests such as those outlined. The tests should be carried out with the consumers to whom the advertisement is intended to appeal. Such a procedure will avoid the use of disagreeable, inappropriate, and ineffective color.

SELF-TEST QUESTIONS

1. What are the principal reasons for using color in advertisements?
2. Explain and illustrate its use for each of the purposes.
3. What factors determine the question of when to use color?
4. To what extent can the advertiser use color in newspapers?
5. What are the primary colors? What effect has each upon the mind?
6. What are the secondary colors? How are they produced? What effect has each upon the mind?
7. What are hues?

8. What are tints and shades?
9. What are complementary colors?
10. What are harmonious colors?
11. How may color be used in the text of an advertisement?
12. What colors have the greatest attention value?
13. What was the result of Dr. Starch's experiments?

PROJECTS

1. Study the first five full-page advertisements in color in the current *Collier's* or *Saturday Evening Post*. In each of these advertisements, just what reasons can you find for the use of color? Considering the extra cost of a color page (see pp. 297-298 for *Saturday Evening Post* rates) do you think the advertiser has gained enough through the use of color to justify the added expenditure? State your opinion briefly, with reasons.

2. Study the first five black-and-white full-page advertisements in the current *Collier's* or *Saturday Evening Post*. How and for what reasons could the advertisers have used color in these advertisements? Would they, in your opinion, have gained enough added value to justify the expense? Give reasons for your answer.

3. Select two pages from the current *Collier's* or *Saturday Evening Post* that win blue ribbon awards as first-rate examples of the use of color in advertising. Explain definitely but compactly why you consider them the best color advertisements in the magazine. Include the advertisements, of course, with your comments.

4. Which two advertisers in the current *Collier's* or *Saturday Evening Post* would suffer most if their advertisements were in black and white only? Which two would suffer least? Why? Do not overlook the fact that they would save considerable money by using black and white.

5. Select a current advertisement in which you think color could appropriately have been used. Trace it carefully on tracing paper and, using ordinary school crayons, put in the colors that you think the advertiser might have used. Headlines and other display type should be traced; body copy may be indicated by parallel lines carefully ruled in pencil or ink. Write below your tracing a very brief statement of the reasons for your choice of colors.

CHAPTER XVII

LAYOUT

Definition and functions of a layout. Which comes first? Similar to a blueprint. Balance. Location of features. Eye direction. Borders. Emphasis. White space. Color. Position of advertisements. Some specimen layouts. Cluett, Peabody layout. Enna Jettick Shoe layout. How to indicate copy and typography.

A COMPLETE advertisement as it appears on the printed page is composed of a number of units so arranged as to be as effective as possible in bringing about the result desired by the advertiser. If, for instance, the advertiser wants simply to keep the appearance of the package or product, or the product's name, in the reader's mind, the emphasis would be placed on the illustration and the copy would be brief. If, however, the story should be deemed more important, as might be the case with a new product, or with an old product where new uses were being advertised, the illustration or illustrations would be smaller to give more space for the message.

A complete and finished advertisement is a combination of a number of units such as illustration, headline, copy, trademark (if one is used), white space, decorations, and border. All are so arranged and blended into the large unit of the complete advertisement that the maximum desired effect is brought about. As a guide to the printer and others whose duty it is to produce the advertisement from the inception of the idea to the final form in which it is sent to the publication a "layout" is prepared. Those who make the layout continually keep in mind that the ultimate purpose of all advertisements is to sell goods.

A layout, then, is a visual expression of the ideas of the creator or creators of an advertisement. In agency work it

usually results from collaboration of artist, copy writer, and frequently others who have been called into conference in the effort to decide how the advertisement can be made as effective as possible.

The functions of a layout are (a) to visualize the advertisement before the illustrations are made and the type set and (b) to furnish a working plan to the printer and others whose work enters into the final production of the plate to be sent to the magazine. These functions apply to advertisements in magazines, newspapers, house organs, direct mail, and other mediums.

Advertising space is expensive. It pays, therefore, to devote sufficient time and study to the layout to secure the maximum benefit from the expenditure. It is not unusual for the visualizer, or layout man, to make two to twenty "experimental roughs" or thumbnail sketches as shown in Fig. 42 page 258 before arriving at the final. He may make photostats in various sizes and play around with the various elements until the desired effect is secured. Many times preliminary layouts are used to submit to the client for his approval.

WHICH COMES FIRST?

The question is often asked, "Which comes first, layout or copy?" No hard and fast rule can be laid down. Of primary importance is the amount of space to be used. Next may come a decision as to what features of a product should be emphasized, if the advertisement is to be published in magazines, or what merchandise is to be offered, if the advertisement is to be placed in newspapers by a retail store. By working together the layout man and the copy writer come to an agreement, the layout is made, and the copy is written to fit the space available for copy.

It may be of primary importance, however, to use the space for definite announcements of products or policies. In such cases the copy, which is a "must," may be written first and the layout made afterward. In many retail con-

cerns the layout man and the copy writer are the same person. This is often the case where newspaper advertising solicitors prepare advertisements for the smaller retailers who have no advertising manager.

SIMILAR TO A BLUEPRINT

The finished layout may be compared to the blueprint of the engineer or the plan of the architect. Layouts should indicate to the printer (1) the shape; (2) the size and location of the illustrations; (3) the style of type, the size of the type, and the space each headline and mass of type is to occupy; (4) the style of border, if any; (5) the width of the margins of white space; (6) any additional directions that may help the printer to execute the plans of the designer; (7) the color, if more than one color is to be used in either type, illustration, or border.

Advertisements are usually set up in a rectangular space. The form of rectangle that seems to be most pleasing to the eye is an oblong, the shape that characterizes most books, magazines, newspapers, letterheads, and many pictures and other articles in common use. Various experiments and tests have been made to determine what ratio the long and short sides of the oblong should bear to each other. The ancient Greek idea was that the most pleasing rectangle was one the sides of which were in the ratio of approximately 5:8. An oblong of this ratio is called the "golden section" and the golden ratio, whether it refers to a rectangle or an oval, is now generally accepted as the most pleasing to the eye. Present-day publications are somewhat nearer the square than this, approaching the ratio of 2:3 or 5:7.

In buying full pages in publications we are limited as to form, but in buying fractions of pages, especially in newspapers, we have more opportunity for choice and, where it is possible to select, the closer we approximate the golden section the more pleasing to the eye the shape of the advertisement becomes. There may be instances, however, when

the pleasing shape may have to be sacrificed in order to secure certain other effects.

If we draw a horizontal and a vertical line exactly the same length and place them close together, the vertical line will appear longer. Consequently, a perfect square appears higher than it is wide and the exact center of a perfect square or oblong appears lower than it really is. We find that the optical center of a rectangle is therefore slightly higher than the exact center—higher by about one-twentieth of the total height of the rectangle.

Where a space is used that departs materially from the golden section proportions, it may be treated in such a way as to make it appear more pleasing. A good illustration of an effective treatment of a difficult space is the tea advertisement on page 444.

BALANCE

When we say that an advertisement is balanced, we mean that the masses of type or cuts seem to be in equilibrium with respect to the optical center. If we draw a vertical line through the center of an advertisement, the halves of the advertisement should have the same relative weight. If they are exactly symmetrical, the advertisement is said to be in "bisymmetrical" balance. If, however, we have a heavy mass, whether illustration or type, on one side, rather than symmetrically centered, we must counterbalance it with heavy type or another cut somewhere on the other side. A small cut or mass of type may balance a heavy one if it is at a sufficient distance from it, just as a small boy may balance a heavy one on a teeter board by moving farther away from the center of support. Sometimes two or more small masses may balance one large one, or a color may balance a considerable mass of heavy type. Balance of this kind is said to be "occult"—that is, the advertisement gives the impression of being balanced without having exactly the same weight on both sides of the vertical line.

LOCATION OF FEATURES


The layout man must consider the relative importance of the elements with which he deals. In some advertisements the headline and copy predominate, as in the advertisement reproduced on page 147. As the eye tends to rest first on the optical center, that point is favorable for the location of the most important element, whether illustration or headline. A study of the magazines published during the past 10 or 20 years will show how ideas of layout are continually changing with respect to location and treatment of important features. The search for something new is always going on.

EYE DIRECTION

Eye direction, sometimes called "movement," is accomplished in various ways. One method is the use of arrows pointing to the feature emphasized; other methods include dots, dashes, and decorations so designed as to direct the gaze to a particular point. In this connection a face or other illustration which tends to direct the eye should look into the advertisement rather than outward. If it faces outward it directs attention to the neighboring advertisement in cases where fractional pages are used, or into empty space where full pages are used. The Ticonderoga advertisement on page 254 is an example of eye direction. Another example is the Shredded Wheat advertisement on page 436.

BORDERS






The great majority of full-page advertisements in both magazines and newspapers are now designed without borders. Borders, however, are still used for fractional pages, but the tendency is toward simplicity so that fancy borders for the most part have been replaced by plain line borders. In many cases a judicious use of white space has taken the place of the old-time border.



HOME WORK—SUBTRACTION!

Out of father's pocket comes the pencil of pencils,—Ticonderoga. There is no pencil like that!

Possessed of it, hard tasks are simple, for mind and hand are now at ease.

School and office meet in this pencil,—Ticonderoga. Most stationers carry all its leads: No.  for speedy firmness. No.  for free writing softness. No.  for extra softness. No.  for medium. No.  for little hard sharp letters and figures.

Ticonderoga carries satisfaction through the day as no other pencil does, wherever writing is to be done. That's why America writes with

DIXON
TICONDEROGA

Pencil Sales Dept. 10-J9, Joseph Dixon Crucible Co., Jersey City, N. J.

The $\frac{1}{2}$ gross Ticonderoga carton with its special sealed construction is designed to keep your Ticonderoga pencils clean and free from dust—and fresh to use at all times.

Only a Nickel. Ask for dozen and gross prices when buying stationery.

FIG. 40.—An example of eye direction. The pencil leads the eye directly to the name "Ticonderoga." See page 253. See also the Shredded Wheat advertisement, page 436.

In newspaper advertisements of less than full-page size, borders are sometimes used to separate the advertisement from others, to unify the various elements, to increase attention value, and sometimes to help in the expression of a selling idea. Borders may go completely around the advertisement; may be used at the top or bottom or both top and bottom; may be used at one side or both sides. Frequently borders are broken so that part of the illustration or text is outside and part inside the border.

EMPHASIS

The layout man endeavors to bring out the vital element of the advertisement with as much emphasis as possible. He endeavors by arrangement of illustrations and text to get the message over as quickly and with as much force as possible. Emphasis may be brought about by placing the most important feature at or near the optical center, by emphasis in type display, by size of illustration, by color, and by many other methods.

WHITE SPACE

White space is an important factor in layout and when correctly used adds much to the effectiveness of the display. It is emphatic by silence. There has been a tendency of late to reduce the amount of white space used and to increase the amount of copy. One of the reasons for this is undoubtedly the fact that as a result of the depression in 1930, advertisers began to use copy of stronger selling force, which is necessarily longer than most general publicity or poster-style copy.

COLOR

The subject of color is discussed in Chap. XVI. The layout man must take color into consideration in making his design so that it will arrest the eye and give the desired effect.

A study of current advertising will show many examples of arresting and unusual displays. Photography in the hands of a real artist can be made to render efficient service. Where no illustrations are used typography becomes highly important. The layout man and typographer have many type faces as well as hand lettering to conjure with.

• POSITION OF ADVERTISEMENTS

The position of an advertisement is usually not guaranteed except in a few cases where the cover positions in magazines are sold at an advanced rate. These are usually contracted for many months and sometimes years in advance. Some newspapers have preferred positions, while others do not. It is generally true that the upper right-hand corner of a page is the best position for a small advertisement. If a half page is used, it is better to divide the page vertically than horizontally, and the outer half of the page is better than the inner half. If they cannot get cover positions, some magazine advertisers prefer the pages near the back on a left-hand page, because of the habit many people have of running over the back pages first.

SOME SPECIMEN LAYOUTS

Cluett, Peabody & Co., Inc., published in *The Saturday Evening Post* the advertisement shown on page 257. It was decided to use the same advertisement in daily newspapers, in so far as space limitations would permit. This meant that the magazine advertisement would have to be "scaled down" to the size to be used in the newspapers. Moreover, the plates made for the engravings in the magazine advertisement would not do for newspapers because the screen was too fine (see pages 215-217).

It was decided to use a space four columns wide and 11 inches deep in the newspapers. Thumbnail sketches, as shown on page 258, were then made. In the upper left-hand sketch, the illustration was placed at the top, the headlines in the center, and the text below. In the second rough, at



America's favorite shirt pattern is no pattern at all!

SWARMS of striped shirts are sold each year.

And scads of checks and figures

But America's favorite shirt still is and always will be the shirt with nary a trace of pattern or color — plain white!

A white shirt goes with every suit you own... it shows off your coat of tan elegantly and it is appropriate for just about any occasion.

But there are white shirts and white shirts — and only one kind of white shirt gives you all these features:

The famous Arrow collar, which has the perfection only 78 years of collar-making can give

Sanforized-Shrunk — the fabric of your Arrow Shirt can't shrink more than a messily 1%!

Anchored buttons — Arrow's patented button-stay

keeps your buttons from disappearing in the laundry.

The Mitoga cut — Arrow Shirts are designed to curve with your waist and taper with your arms!

Be sure you have a good supply of Arrow white shirts — Summer is the time you need 'em most. Go to your Arrow dealer's now and lay in a stock of America's favorite shirts, tailored by America's favorite shirtmaker. Made by Cluett, Peabody & Co., Inc.



ARROW BITT, whose starchless collar never wrinkles in the Summer sun, is \$2.

ARROW GORDON is a fine, sporty oxford shirt, plain or button-down collar. \$2.



ARROW TRUMP is lin-wadcloth, has a seasonally long-wearing soft collar. \$2.



If it hasn't an Arrow Label, it isn't an Arrow Shirt

\$2 • \$2.25 • \$2.50 • \$3.50 • \$5 • A NEW SHIRT FREE IF ONE EVER SHRINKS OUT OF FIT

FIG. 41.—The above advertisement was published in colors, page size, in *The Saturday Evening Post* and other magazines. The problem was to revise it into a smaller newspaper advertisement using practically the same copy. See page 256.

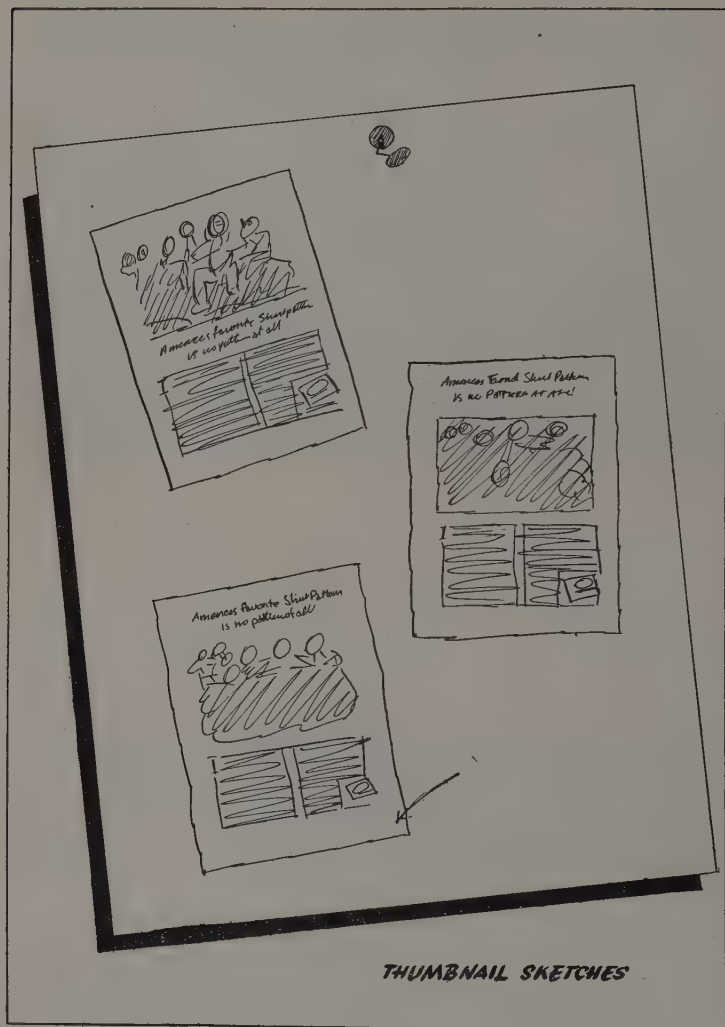


FIG. 42.—As the first step thumbnail sketches were made. See page 256.

America's favorite shirt pattern
is no pattern at all!



1



ARROW SHIRTS

FIG. 43.—The above layout was submitted to the client. See page 261.

America's favorite shirt pattern is no pattern at all!



SIXES of striped shirts are sold each year.

And scads of cheeks and figures

Which is as it should be.

But America's favorite shirt still is and always will be the shirt with *naïve* a trace of pattern or color—*plain white*!

A white shirt goes with *every* suit you own... it shows off your coat of tan elegantly... and it is appropriate for just about any occasion.

But there are white shirts and white shirts—and only *one* kind of white shirt gives you all these features:

The famous Arrow collar, which has the perfection only 75 years of collar-making can give.

Sanforized Shrink—the fabric of your Arrow Shirt can't shrink more than a measly 1%!

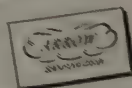
Anchored buttons—Arrow's patented button-stay keeps your buttons from disappearing in the laundry.

The *Mittens* cut—Arrow Shirts are designed to curve with your waist and taper with your arms!

Be sure you have a good supply of Arrow white shirts—*Summer* is the time you need 'em most. **ARROW HITT**, whose starchless collar never wilts in the Summer sun, is \$2.

ARROW CROMBIE is a fine, sporty oxford shirt, plain or button-down collar, \$2.

ARROW TRUMP is broadcloth, has a sensationally longwearing soft collar, \$2.



It's Arrow's an Arrow Label.
It's the Arrow Shirt.

ARROW SHIRTS

A new shirt from it one new shrinks out of it

Made by Cluett, Peabody & Co., Inc.

FIG. 44.—Finished proof of the advertisement as it appeared in the daily newspapers. See page 201.

the right, this order was reversed; the headline was placed at the top and the illustration below. The squared-up illustration was then discarded for the outline type shown in the bottom sketch.

As the illustration had previously been used in magazine advertisements, new artwork was not necessary. A photostat of the proper size was made of the illustration, pasted into a formal layout, reproduced on page 259, and shown to the client. The layout was approved, after which instructions were given to the printer about the setting of the type. The completed advertisement as published in the newspapers appears on page 260.

The advertisement of Enna Jettick shoes shown on page 262 was published in four colors in national magazines. The preparation of such an advertisement is much more expensive than the preparation of a one-color advertisement for newspapers, because four plates must be made, one for each color, red, black, yellow, and blue. The first step in the Enna Jettick advertisement was the rough layout shown on page 263. This was sketchily done in color and was used only for discussion in the agency's office. As the result of these discussions, a new layout, shown on page 264, was prepared and shown to the client before the finished artwork was made. After the agency had secured the approval of the client, the color plates were made by the photoengraver and the type was set and "sweated" on to the black plate. All of this resulted in the completed advertisement.

In most layouts, parallel lines are drawn to represent text. Copy should not be lettered or typewritten on the sheet that carries the illustration and diagram. Headlines and logotypes may be drawn on the layout but they should be repeated on the second, or copy, sheet. Where there are several blocks of text, each block may be designated by a letter, as "copy A," with a corresponding "copy A" on the layout.

In the larger advertising agencies there are typographical experts who decide what size and style of type should be

And you'll
Walk Happily
ever after...

Happy surprises await you...in Enna Jetticks! Surprising No. 1 is the joyful discovery that \$5 to \$6 will buy you a shoe that completely satisfies your sense of style and smartness. The second surprise comes when you try on Enna Jetticks. No new shoe stiff! Because Enna Jetticks are hand-flexed! Comfort from the first step! Because Enna Jetticks are hand-flexed! To make their soles easy and flexible... so that you'll walk happily ever after!

America's Smartest Walking Shoes
Go Places Comfortably

Enna Jetticks
AUBURN NEW YORK

1. Rosemond. Wine, Black, Brown, Blue Suede. Calf, Kid \$6.
2. Puffy. Blue, Black, Brown, or Wine Suede. Calf, Also Black or Brown Kid \$5.
3. Berkeley. Brown or Black Calf, Also Black or Brown Suede Calf \$6.
4. Janice. Black Kid with Patent trim. Also Brown Kid, Liberal Calf trim \$5.50.
5. Corn. Brown or Black Suede Calf trimmed with Calf . . . \$5.

The girl in the picture is walking happily in "Annabel," \$6.

\$5 to \$6

FIG. 45.—Final proof of the advertisement which was run in a number of women's magazines. The above reproduction does not show the colors which were used. See page 261.

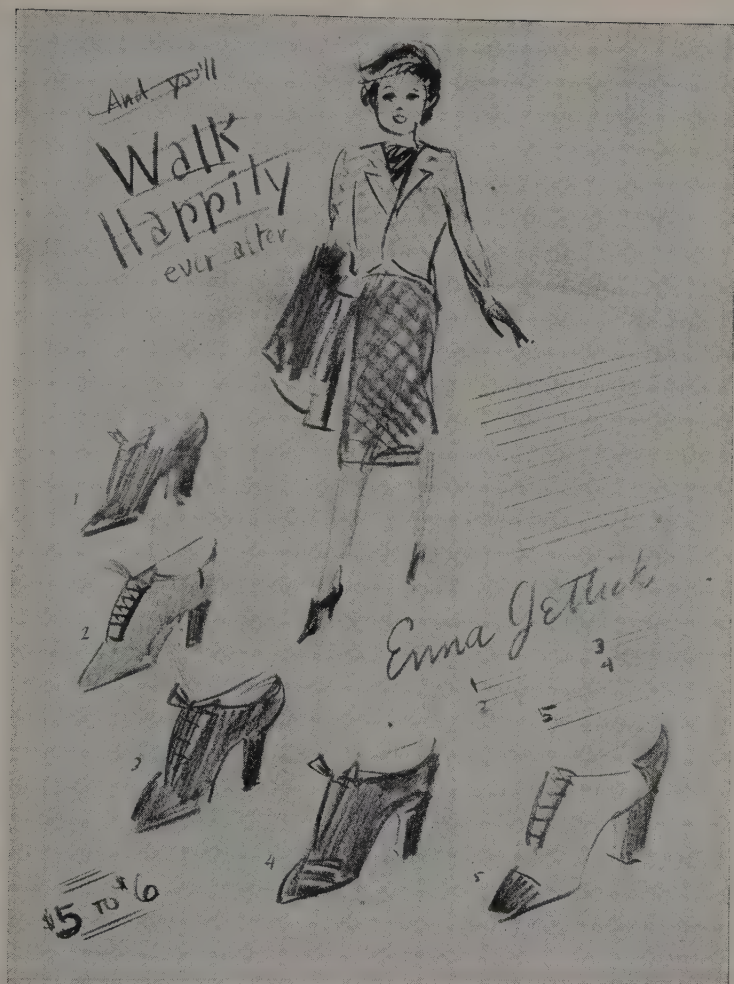


FIG. 46.—This is a rough layout made for discussion in the office of the agency. (Courtesy Marschalk and Pratt, Incorporated, New York, N.Y.) See page 261.



FIG. 47.—This is a comprehensive layout made by the agency for the client's O.K. before completing the artwork. See page 261.

used in setting the text. They either mark their selections on the margin of the copy sheet, or in some other way communicate their desires to the printer. Newspapers, especially in the smaller cities and towns, do not have an unlimited number of sizes and styles. Consequently, the layout men in such instances must find out the newspapers' facilities and work within these limitations.

SELF-TEST QUESTIONS

1. What is a layout? What are its functions?
2. Why is it worth while to take considerable pains with layouts?
3. What should a layout indicate to the printer?
4. What is the most pleasing shape for an advertisement?
5. Where is the optical center?
6. Explain the principle of balance.
7. How may eye direction or movement be effected?
8. Discuss the use of borders.
9. How may features be emphasized?
10. Discuss the use of white space.
11. Of what importance is color to the layout man?
12. How can an advertisement be made attractive when no illustration is used?
13. Can an advertiser control the position of his advertisement in a magazine? In a newspaper?
14. What is the best position on the page for a small advertisement?
15. What is the best way to divide the page for a half-page advertisement?
16. What positions in a magazine are regarded as the best? Why?

PROJECTS

1. From any current magazine select one advertisement that contains a primary illustration, one or more secondary illustrations, headline, body copy, trade-mark, and the name of the product or company. Make from three to six "thumbnail

sketches" or "roughs," each containing the same units that appeared in the original advertisement, but each showing a different arrangement of these units. Attach to each a brief statement showing how the emphasis of the various units is affected by the rearrangement. You may find, for example, that the importance of the headline or the trade-mark or some other part is increased by your new arrangement, while something else is made to seem less important. State just what effect you think the rearrangement has on the relative importance of the various units. Submit the original advertisement with your work.

NOTE.—Rough layouts need not be made the actual size of the finished advertisement, but should be drawn to correct proportions.

2. From a local newspaper select a department store or specialty shop advertisement that contains several small illustrations of articles that the store is advertising. Proceed as in Project 1. See if you can improve in any way on the original advertisement. Include the original with your work, of course.

3. From the latest *Collier's* or *Saturday Evening Post* select a full-page advertisement that contains a good many small units—minor illustrations, small blocks of type, etc. Cut the advertisement apart in such a way that you have only one unit on each piece. Now measure off on a clean sheet of paper a rectangle the exact size of the original page. Allow for margins if the advertisement was not a bleed page. Place your clippings on the space that you have measured off and experiment with different arrangements until you find one that you like. See if you can overcome any "spottiness" in the original, or improve the unity or balance or gaze-movement. When satisfied, paste your clippings in position. Do not worry if the background is not the same color that it was in the original, but if you have any suggestions for a more effective background, indicate them in the margin.

4. Make a layout that would be suitable for a future Campbell's soup page. Clip the illustrations from any magazine in which you find what you need. Do not overlook the possibility of combining parts of several former advertisements into one new one. Letter in all display type, either by tracing or copying from some other advertisement, or freehand. Indicate body copy in the usual way, by parallel lines carefully ruled.

5. For amateur artists only! Choose one of the three products advertised on the second, third, and fourth cover pages of the current issue of *The Saturday Evening Post*. Make a layout for a new advertisement for the product you select. Assume

that about the same amount of copy and the same copy theme are to be used. Otherwise the job is to be entirely original. See if you can create a layout that you would be proud to show to a prospective employer if you were applying for a position in an advertising organization.

6. Practice in analyzing and criticizing current layouts as specified by the instructor.

PART IV
WHERE TO PUBLISH ADVERTISING

CHAPTER XVIII

NEWSPAPERS

Advertising expenditures in newspapers. The national advertiser. The number of dailies. Rates. The milline system. The shopping newspaper. Rotogravure in newspapers. Magazine sections for newspapers. New York City circulations. Tabloid newspapers. Country weeklies. Advantages claimed for newspapers. Other advantages. Kansas City survey. Newspaper service to advertisers. Media Records, Inc. Audit Bureau of Circulations. Adaptability to various selling plans. Newspapers as a medium for local advertising.

FROM the standpoint of advertising revenue, the newspaper is the most important medium. Approximately \$630,000,000 is expended annually by newspaper advertisers, \$149,000,000 of which comes from national (general) advertisers and \$396,000,000 from local (retail) advertisers. Expenditures in country weeklies are about \$85,000,000 annually.

We have here two important divisions of newspaper advertising—national (general) and local advertising. General advertising is advertising for a product which is sold nationally and which is usually advertised both in national magazines and in newspapers, although there are many instances of advertisers using one of these mediums and not the other. General advertising, formerly called “foreign” advertising because it originates outside of the city in which it is published, is usually prepared by an advertising agency and sent to a large number of newspapers throughout the country. Local advertising is prepared and bought locally and comprises all the advertising, including classified, that does not come under the head of “general.” The bulk of local advertising is that of retailers.

THE NATIONAL ADVERTISER

The national advertiser in his campaign may use newspapers in connection with other mediums or he may depend

almost entirely on newspaper advertising. While magazine sponsors pride themselves upon reaching persons with the larger incomes, it is a favorite argument of newspaper men that they reach everybody, rich and poor alike. They argue that manufacturers and retailers of the majority of products cannot exist unless they reach the great market represented by people having incomes of \$1,000 to \$3,000 and even less.

THE NUMBER OF DAILIES

Newspapers cover the field intensively. According to Standard Rate & Data Service, there are in the United States 192 English language morning dailies, 1,318 evening dailies, 181 "all day" dailies¹ the combined circulations of which are 39,580,496. Of these dailies, 491 have Sunday editions with a combined circulation of 30,352,037.

If an advertiser wanted to use all the morning papers he would pay, subject to certain space and frequency discounts, \$25.67₁₄ a line. The total line rate of all the evening papers would be \$80.71₆₇ and of the "all day" papers \$24.97₅₀. An advertisement in all of the Sunday papers would cost \$66.61₃ a line. The total line rate of all papers is \$131.36₂₉.

Canada has 19 morning and 83 evening English and French dailies with a combined circulation of 1,814,662. The combined morning line rate of Canadian papers is \$1.35, and the combined evening line rate is \$4.95₄. Canada also has four Sunday newspapers with a combined circulation of 438,836, and a combined line rate of \$0.64₅. There are 111 foreign language newspapers in the United States with circulations ranging from 1,500 to 120,000.

RATES

Newspaper rates are generally given as so much per line. As a line is $\frac{1}{14}$ inch, the inch rate will be found by

¹ "All day" dailies are newspapers in which advertising space must be purchased in both morning and evening editions.

multiplying the line rate by 14. An inch means one column wide and one inch deep, the width of newspaper columns varying from 2 to $2\frac{1}{4}$ inches. The number of lines of advertising to a page varies because of a variation in the number of columns and in the length of columns.

The column of the average newspaper varies from 20 to $21\frac{5}{8}$ inches in depth; eight columns to the page is the rule in the majority of cases.

The rate per line depends largely, although not entirely, upon the circulation. Some papers ask higher rates than others on the ground that their circulation is more valuable. Rates in general daily newspapers run from \$0.0015 to \$0.0045 per line per thousand circulation. Consequently papers with 100,000 circulation would charge from 15 to 45 cents per line, or \$2.10 to \$6.30 per column inch.

Newspapers have higher rates for national than for local advertising, so that national advertisers are as a rule paying from 50 to 75 per cent more than local advertisers. This differential is supposed to cover the additional expense the paper is under to secure national advertising, including agency commissions and solicitors' expense. The subject of this differential is now one of controversy out of which may come some standardization on the part of publishers both as to rates and as to exactly what constitutes general and what local advertising. For instance, where manufacturers maintain branch offices in cities, is it possible for the branch to consider itself a local store and to get the same rate as other retailers? If so, the manufacturer can place contracts through local branches or dealers and save money. As a matter of fact, some papers allow this while others do not. Some papers, usually in metropolitan cities, quote the same rates to both general and local advertisers.

In reading the rate cards of newspapers one will find many different rates. There may be time discounts, space discounts, and higher rates for amusements, financial, and political advertisements and for preferred positions.

THE MILLINE SYSTEM

In comparing advertising rates of various newspapers, both the line rate and the circulation must be taken into consideration. Benjamin Jefferson of Chicago a few years ago originated a system of easy comparison by which both line rate and circulation are represented by one sum, called the "milline" rate. This method has gained widespread acceptance so that newspapers and some magazines publish their milline rates on their rate cards.

The milline is one line circulated one million times. To find the milline rate, multiply the line rate by one million and divide the result by the circulation. Having this figure the advertiser at a glance can compare publications with respect to their relative cost in proportion to their circulation.

A logical development of this system is the practice of many newspapers to give both their maximum and minimum milline rates, the variation between which is caused by the difference in rates for frequency and space contracts and such other discounts and deductions or additions as may be specified. Combining the words the makers of rate cards arrive at "maximil" and "minimil" rates. Standard Rate & Data Service gives the following maximil and minimil rates of some of the New York City newspapers:

	Maximil	Minimil
<i>Times</i>	\$2.08	\$1.72
<i>Journal and American</i>	1.58 flat	
<i>News</i>	1.00	0.89
<i>World-Telegram</i>	1.88 flat	
<i>Mirror</i>	1.22 flat	

In cities where circulations are smaller, milline rates are usually higher, as in the Syracuse, N. Y., *Herald-Journal*, which has a flat milline rate of \$2.61 and the Syracuse, N. Y., *Post-Standard* with a flat milline rate of \$2.90.

It is interesting to note that the *Wall Street Journal*, which is a New York City daily but which specializes in business and financial news, has a comparatively small circulation of 28,372 but a high maximil rate of \$26.43 and a minimil of \$13.39. Likewise the *Journal of Commerce* with 19,775 circulation has a maximil of \$20.23 and a minimil of \$14.16.

If the milline rate of one paper is higher than that of another, it does not necessarily mean that the circulation of one exceeds that of the other or that the line rate of one is higher than that of the other; it means that advertising in the first is costing more when both factors of rate and circulation are taken into consideration and reduced to a common denominator. There are several factors which might justify a higher milline rate, among them being better class of circulation, better reader interest. In any event, a high milline rate calls for explanation on the part of the publisher.

The milline method is also used in connection with magazines, although not so frequently.

Variations in column widths and sizes of pages make the milline rates of magazines an unsatisfactory method of comparison. Some magazines of large size compare the costs per square inch on the theory that advertisers buy "space-area"—not lines. The contention of the opposing camp is that a page is a page no matter what its size and that the important thing is the area of an advertisement in comparison with the areas of other advertisements in the same magazine.

THE SHOPPING NEWSPAPER

Shopping newspapers which contain principally advertising and little or no other reading matter, have "controlled" circulations, *i.e.*, they are distributed to householders free of charge. In many cases they are published cooperatively by merchants while in other instances they are independent ventures. As a rule their milline rates are somewhat lower than those of regular newspapers. Many of these papers are members of the "Shopping Newspapers Network, Coast to

Coast," which solicits advertising from national advertisers for the entire group of papers or any one of them. The following is quoted from a broadside giving the advantages of the shopping newspaper:

I just sell merchandise. The people read what I have to say without distraction. Those who speak through me do not compete with the editorial nose for news and the program maker's flair for the spectacular. I interest only the buying prospects and have their undivided attention when they are buying minded. I do not scare them, thrill them, entertain them, or otherwise distract them. I just sell merchandise. I am The Shopping Newspaper.

ROTOGRAVURE IN NEWSPAPERS

Many Sunday newspapers include sections produced by roto gravure, in which advertising is accepted, generally at higher rates than in the regular sections. In most of these papers roto advertising can be bought in monotone (one color) or in color gravure (four colors). In this field are many group combinations in which national advertisers can purchase advertisements in all members of the group. The "First 3 Markets" group consists of the Sunday roto gravure sections of the *New York News*, *Chicago Tribune*, and *Philadelphia Inquirer*, the total circulation of all these papers being 5,643,546. This circulation is concentrated in the states in which the three cities are located, and in surrounding states, but there is a considerable circulation in almost every state in the Union and even some in Canada. Another group is the Metropolitan Sunday Newspapers, which covers 19 cities and 25 papers and has a combined circulation of 11,123,798. The combination line rate of all of these papers is \$19.20 (monotone). In both groups color gravure is accepted in page units or 1,000-line units (200 lines by 5 columns).

MAGAZINE SECTIONS FOR NEWSPAPERS

There are several magazines which are included by some newspapers in their Sunday editions. Outstanding among

them are *This Week*, *American Weekly*, and *Puck—The Comic Weekly*. *This Week* is included with 25 Sunday papers and has a circulation of 5,867,871. The page size is 10 by 14 $\frac{3}{4}$ inches. The one-color page rate is \$12,540 and the four-color page rate is \$14,100. The *American Weekly* has a circulation of 6,818,631. Its page size is 14 $\frac{1}{2}$ by 19 $\frac{1}{2}$ inches. The one-color page rate is \$17,500 and the four-color page rate is \$18,000. The center spread (four colors) in this publication costs \$36,000. *Puck—The Comic Weekly* is a section of comic strips with a circulation of 5,389,022. An inside page in four colors costs \$16,000 and the back cover \$17,500. The page size is 14 $\frac{3}{8}$ by 19 $\frac{3}{8}$ inches.

NEW YORK CITY CIRCULATIONS

Usually national advertisers and even local advertisers do not use all the newspapers in one city; consequently they must decide the question "Which ones?" Important factors entering into a solution of the question are circulations and rates. As a rule, the larger the circulation the higher the rate. A marked difference in circulations will be found in the same city, as illustrated by the following list of newspapers and circulations in New York City:¹

Name of Paper	Daily Circulation	Sunday Circulation
<i>Herald-Tribune</i> (morning).....	356,512	539,023
<i>Journal & American</i> (evening).....	612,976	991,644
<i>Mirror</i> (morning tabloid).....	768,946	1,429,005
<i>News</i> (morning tabloid).....	1,948,759	3,483,616
<i>Post</i> (evening).....	226,829	(Sat.) 169,879
<i>Sun</i> (evening).....	312,112	
<i>Times</i> (morning).....	477,385	802,386
<i>World-Telegram</i> (evening).....	434,603	

Circulations of some of the newspapers in other cities of the United States are as follows:

¹ Standard Rate & Data Service, December, 1940.

Name of Paper	Daily Circulation ¹	Sunday Circulation ¹
<i>Baltimore News-Post</i> (evening).....	185,888	212,968
<i>Boston Record and American</i> (morning and evening).....	493,258	
<i>Buffalo Courier-Express</i> (morning)....	121,672	202,510
<i>Chicago Tribune</i> (morning).....	1,076,866	1,133,602
<i>Cleveland Plain-Dealer</i> (morning)....	227,657	391,062
<i>Dallas News</i> (morning).....	102,552	114,001
<i>Denver Post</i> (evening).....	156,800	263,535
<i>Detroit News</i> (evening).....	340,022	404,142
<i>Indianapolis News</i> (evening).....	158,636	
<i>Los Angeles Examiner</i> (morning).....	220,195	556,762
<i>Louisville Courier-Journal</i> (morning)..	116,399	
<i>Milwaukee Journal</i> (evening).....	251,373	277,953
<i>New Orleans Times-Picayune</i> (morning)	123,799	184,388
<i>Philadelphia Bulletin</i> (evening).....	464,450	
<i>Providence Bulletin</i> (evening).....	111,337	
<i>Rochester Democrat and Chronicle</i> (morning).....	83,805	115,809
<i>San Francisco Examiner</i> (morning)....	165,203	444,503
<i>St. Louis Globe-Democrat</i> (morning)....	239,642	240,891
<i>St. Paul Dispatch</i> (evening).....	110,064	114,943
<i>Syracuse Herald-Journal</i> (evening)....	100,292	164,812
<i>Syracuse Post-Standard</i> (morning)....	73,181	85,118
<i>Washington, D. C., Star</i> (evening)....	151,469	150,052

¹ Standard Rate & Data Service, December, 1940.

TABLOID NEWSPAPERS

The tabloid newspaper, so called on account of its small size and policy of condensing the news for quick reading, has been successful in a few of the larger cities, notably New York and Chicago. The large circulations of the *New York News* and the *New York Mirror* will be noted from page 277. Both these papers publish statistics based on surveys to prove that they have greater circulations in the above-the-average income districts than have other New York newspapers. The object of this claim is to refute the often repeated statement that only the low income groups read tabloids.

COUNTRY WEEKLIES

Nearly one-half of the population of the United States lives in rural communities. In the larger villages are found weekly newspapers that circulate among the residents of the villages and farms. The total number of these is about 12,000.

In some sections a publisher owns a chain of weeklies in each of which he uses the same general news features, adding a page or two of local news. The local news of country weeklies consists of the doings of the neighbors, which, though they may be unimportant to the world at large, are important to residents of small communities. These papers are likely to be more carefully read than the city papers. Since the advent of rural free delivery routes, many farmers take the daily papers published in the near-by large cities, but they usually take the country weeklies in addition. Country weeklies carry considerable advertising of city merchants as well as that of the village stores.

ADVANTAGES CLAIMED FOR NEWSPAPERS

The first great advantage claimed by newspaper publishers is the intensive coverage. It is estimated that there are 32,641,000 families in the United States and that 94 per cent of these families are reached by newspapers. It may be said further that the remaining 6 per cent represents families with almost no purchasing power. Newspaper men also point out that the duplication of circulation among newspaper readers is small as compared with that of magazines. It may be well to consider, however, that duplication of magazines does not mean that all the advertisements in magazines where several are taken in one home are wasted. The principle of repetition must be taken into consideration, so that if a magazine reader sees the same advertisement in more than one magazine it may be that the impression made on him is that much greater.

Another important advantage of newspapers is the fact that advertisers can select papers in any desired locality. In this way territory which for various reasons may not be receptive to the particular product advertised can be eliminated. No two markets are alike; they are affected by climate, fertility of soil, weather conditions, topography of the country, transportation facilities, sectional tastes and habits, and many other factors, industrial and social.

An advertiser may wish to run advertisements where his salesmen are working for the time being. If he is introducing a new product he may wish to start with one city, then add others. By newspapers, he can cover one community, one state, or any number of states.

Another important advantage of newspapers is timeliness. A campaign can be started or stopped quickly. In cases of emergency an advertisement can be placed before the public in a few hours. Following an article on a big fire, insurance men frequently insert advertisements alongside the news story of the fire. In cases of great haste, advertisements have been telegraphed all over the country and have appeared in evening papers the same day the telegrams were sent and in morning papers the following morning. This is impossible, of course, in magazines because advertisements must be in the publishers' hands for days or weeks, and sometimes months, before the publication dates.

One example of timeliness occurred when Admiral Byrd first flew over the South Pole. In the same newspapers in which the news stories appeared, a large oil company inserted an advertisement telling the public that that particular oil was used in the Admiral's airplane. Newspaper men have given the name "Newsvertising" to this timely advertising.

In the retail field this element of timeliness is of vital importance. Stores can announce sales of raincoats, umbrellas, and rubbers during a rainy spell; coal companies run advertisements during cold snaps; during a heat wave purveyors of soft drinks, electric fans, and the like can emphasize their products.

OTHER ADVANTAGES

National advertisers in newspapers have the advantage of being able to list their local dealers with their store addresses at the bottom of their advertisements. This can rarely be done in magazines because of the large number of dealers in the United States.

In many instances dealers buy advertising space to "tie in" with national advertising as it appears in the magazines. This adds force to the campaign. Newspaper advertisement solicitors usually have schedules showing when the magazine advertising will appear and endeavor to secure as many "tie-ins" as possible.

Newspaper advertising gives the national advertiser opportunity to check his sales while the advertising is running. This is important in one method of "testing" as explained in Chap. XXVIII.

There is a psychological advantage of newspaper advertising in that at the end of every news article, no matter how short, the mind comes to a rest and is free to receive impressions from the advertisements. In magazines, on the other hand, the interest in the story or article is sustained and the reader does not like to break the thread by stopping to read an advertisement.

Another great argument for newspapers is that they are issued so frequently that the advertiser may take advantage of a great principle of advertising—repetition. He may impress his trade-mark, his slogan, his selling arguments by as frequent insertions as he deems wise. The cumulative effect of once a week, twice a week, or daily insertions is necessarily great.

KANSAS CITY SURVEY

The Market Research Corporation of America made a recent survey among electrical appliance dealers in Kansas City, Mo., asking them what medium they preferred for their business and why. The majority preferred newspapers

for the following reasons, which are summarized below in the order of the number of mentions each received:

1. Newspaper advertising covers the local market thoroughly
2. Newspaper advertising tells customers where to buy, identifies dealers carrying the merchandise
3. Prices can be featured in newspapers
4. Newspaper advertising does a more direct selling job
5. Newspaper reading is a national habit
6. Newspaper advertising places the product before the public regularly
7. People read newspaper advertising when ready to buy
8. Local medium is best for local sales
9. Newspapers give better visual display
10. Features of products can be stressed in newspaper advertisements
11. Readers have more confidence in local advertising mediums

NEWSPAPER SERVICE TO ADVERTISERS

In order to attract national advertisers many of the larger daily newspapers are giving valuable merchandising service, which includes analyses of local markets, a survey of dealers and jobbers to determine their attitude toward products and their success in selling them, the attitude of the consumer, and other conditions that might affect the sale of the article. Many newspapers issue house organs to dealers, featuring national advertising campaigns. Lists of prospects, assistance with direct-mail campaigns, window displays, routing of dealers to save the time of salesmen, and furnishing of portfolios of advertisements to be run are some of the ways in which newspapers will help their advertisers.

MEDIA RECORDS, INC.

In 1928 Media Records, Inc., was organized for the purpose of furnishing to subscribing newspapers definite information as to the amount of advertising being used in all the newspapers in cities included in the service. Some 363 news-

papers are being measured in 93 cities of the United States and Canada. Every month each subscribing newspaper receives a report showing the amount of space used by each individual advertiser in each newspaper in its city during the preceding month. The report groups the retail advertisers into 24 classifications. Department store advertising is further broken down into 31 classifications. Quarterly reports are issued giving similar information about national advertisers.

AUDIT BUREAU OF CIRCULATIONS

In order to decide the relative value of papers we have available the reports of the Audit Bureau of Circulations. Some of the things that should be considered in addition to circulation are

(a) *The Character of Its Circulation.*—Some papers furnish their circulation by wards so that the advertiser can tell what proportion goes to those of high and what to those of low buying power. City and rural circulation are also charted.

(b) *Character of the Paper.*—The advertiser takes into consideration the age of the paper, its stability, its method of securing subscriptions, and the price per copy and per year.

(c) *Editorial Policy.*—Here it is important to know about what the paper stands for editorially; how much influence it has with the subscribers; and what news services it employs.

(d) *Advertising Policy.*—It is extremely important to know its policy as to the exclusion of objectionable advertising.¹

(e) *Subscription Rate and Methods of Securing Subscribers.* A high subscription rate is presumed to indicate that the readers value the paper and consequently the advertising in it. In this connection the method of securing subscribers is important. Many papers offer premiums as inducements to subscribe. The danger here is that people may take the paper to get the premium and not regard the paper highly.

¹ See Chap. III.

ADAPTABILITY TO VARIOUS SELLING PLANS

Let us now see how the newspaper fits in with the selling plans outlined in Chap. V.

1. Articles sold through retail stores to every family. Manufacturers of this class of articles are extensive users of newspapers. The advertiser may tie up his campaign with the local stores, by inserting in the advertisement a list of stores where the articles can be bought, or he may make it plain what class of stores handles his product. The closer the tie, the better.

2. Advertisers of automobiles, pianos, and products sold to a smaller proportion of the population also use newspapers. It is true that there is a good deal of waste circulation, as a large percentage of families cannot afford these products, but many manufacturers disregard that part of the circulation that will do them no good and rely upon the rest. In the case of automobiles, the newspapers run special automobile sections with reading matter and news pertaining to automobiles. Moreover, persons of small income manage to buy automobiles and, even though they may be in the market for only a second-hand car, the manufacturer's automobile advertising may have its effect in stimulating the market for that particular kind of car. There is also to be considered the effect upon the local dealer and his salesmen when they see the advertising in their home-town paper.

3. In the case of office appliances and articles sold to businessmen only, some manufacturers use newspapers and others do not. The typewriter companies have been users of newspapers as well as magazines, because they want to reach not only the business executive but the typist as well. The theory is that the latter has an influence in the purchase of a typewriter, so much so that many employers buy the machine the operator prefers. Typewriter advertisers take into consideration students learning typewriting, operators

already in positions, purchasing agents, office managers, and executives, all of whom may have something to say when typewriters are installed. The influence upon the company's own branch managers, dealers, and salesmen is also of importance.

4. Articles sold to farmers could be advertised in country weeklies, but not in city dailies, unless the latter had a large rural circulation, which is sometimes the case. There are some morning papers half of whose circulation is in the rural districts, where, on account of the R.F.D. service, farmers living 100 miles from the city may receive their morning paper in the forenoon of the day it is issued.

5. Articles sold by canvassers from house to house. These could be advertised in the newspapers in the territories where the canvassers are working.

6. Articles sold by mail order direct from manufacturer or dealer. The newspapers carry some mail-order advertising, but not a large amount.

7. Machinery, raw materials, and accessories used in the manufacture of finished products. A few such articles as Armco iron, New Departure bearings, Monel Metal, Fisher bodies, safety glass are advertised in magazines. As we have seen, there is much waste circulation in advertising this class of products in magazines. An even greater waste circulation in newspaper advertising could scarcely be justified.

NEWSPAPERS AS A MEDIUM FOR LOCAL ADVERTISING

Local advertising may be divided into retail display advertising and classified advertising. The retail advertising constitutes most of the advertising of a daily.

It is a fact that much of the retail advertising is poorly written without much thought. Few retailers attempt to find out which papers are best for them. They allow themselves to be sold advertising instead of buying it

with a carefully thought-out plan. Aside from the department stores and the other large stores the retailers cannot afford an advertising manager and are forced to depend upon newspaper solicitors to write their advertisements. Instead of making a definite appropriation and planning out their campaigns in advance, the retailers work on "hunches," with the result that oftentimes money is wasted. Important and interesting as it is, the subject of retail advertising does not properly come in an introductory course, except as the fundamental principles apply to retail as well as to national advertising.

Classified advertising does not lead the reader through all the steps of a sale. It does not have to attract attention, interest, or desire, as those are present before the reader starts to hunt through the classified advertisements for something he wants. Many papers are now running display advertisements on the classified pages, especially for used automobiles. Although the size and blackness of the type are limited, they are nevertheless display advertisements.

SELF-TEST QUESTIONS

1. What are the two important divisions of newspaper advertising? What is the approximate annual expenditure in each?
2. What argument is there for national advertising in newspapers?
3. How many morning, evening, and Sunday newspapers are there in the United States? How many in Canada?
4. How large are their combined circulations?
5. What is the combined line rate for all morning papers in the United States? For all evening papers? For morning and evening combined? For all Sunday papers?
6. How do the circulations of New York City papers compare with those in other sections of the country?
7. What are tabloid newspapers? How important are they on the basis of circulation? Of income group reached?

8. What can be said for the country weeklies as advertising mediums?

9. What advantages are claimed for newspapers as mediums?

10. What services do newspapers render to advertisers?

11. Explain the following terms: agate line, column inch, milline rate, maximil rate, minimil rate.

12. Explain the difference between national and local rates.

13. Point out all the factors that should be considered in judging the relative merits of various papers.

14. Show how newspapers fit in with the various selling plans.

15. Discuss newspapers as a medium for local advertising.

PROJECTS

1. Secure a morning paper and an evening paper published the same day in the same city. Make a comparative study of the advertising they carry, and draw up a report of your findings. Find, for example, the total number of column inches of advertising carried by each, the amount of national advertising, amount of local display advertising, amount of classified. Subdivide these classifications if you wish, or if so instructed, showing amount of department store, grocery store, drugstore advertising, etc.

2. Make a careful comparison of the two papers (see Project 1) on the basis of the considerations listed on page 283 in this chapter. Assuming that circulations and rates are approximately equal, in which one would you prefer to advertise if you could use only one?

3. If the line rates of the New York City papers are as shown below, compare these papers on the basis of milline rates: *Herald-Tribune*—\$.83; *Post*—\$.45; *Times*—\$1.00; *World-Telegram*—\$.78; *Sun*—\$.76; *News*—\$1.15; *Mirror*—\$.90. For circulations see page 277.

4. Clip out of a morning or evening paper the advertisement of the local retail store that you think has done the best job on that particular day. Write a careful analysis and criticism of the advertisement, showing why you think it is good. Consider balance, gaze-motion, emphasis of various features, typography, distinctiveness of idea, etc. What suggestions for improvement?

CHAPTER XIX

GENERAL MAGAZINES

Meaning of the word "medium." Prestige of mediums. Magazines of general circulation. Characteristics of readers. Secondary readership and duplication study. What do women think about advertising? *Parents' Magazine* research. *Fortune* studies reader traffic. The A. B. C. reports. Standard Rate & Data Service. Circulations of magazines. Territorial distribution of circulation. Size of type page. Solicitors for magazines. Magazine service to advertisers. Use of advertisers. Use of magazines in various methods of distribution. Effect of trade-mark advertising.

ALL successful advertising campaigns are planned long enough in advance to give careful thought to investigation of the product, the market, the channels of distribution, and the mediums to be used. A medium is something that goes between the advertiser and the person he wishes to reach with his message. The word "medium" is used in advertising to denote any sort of publication, poster board, painted sign, gift specialty, program, or in fact anything that carries an advertising message from the advertiser to the one who sees it.

The problem of the advertiser is to reach the most people of the kind he wants to reach in the most convincing way, with the least waste and the least expense. Every business has its own peculiar needs and problems and must choose the mediums to be used according to the best information that can be obtained.

We must consider not only the amount and character of circulation of mediums, but also their prestige—*i.e.*, the regard in which they are held by their readers. There is a certain prestige in anything that is printed, and people tend to place some confidence in a printed message because of the very fact that someone has gone to the expense and trouble of putting it into type. For this reason, even a

dodger thrown around on doorsteps by the neighborhood grocer will carry a little weight. We may use this as an illustration of a very low degree of prestige. If we saw the same advertisement in our daily newspaper, it would carry much more prestige because back of it is the great newspaper with its large circulation and all that it stands for in the community. When we read an advertisement in a magazine that circulates all over the country, a magazine in the columns of which are stories and articles by noted authors, the element of prestige is, in many cases, still more pronounced.

With that thought in mind, then, it may be stated that, as a general rule, an advertisement partakes of the standing and character of the publication in which it is printed. This is due to the psychological law of association of ideas. It is impossible for the reader of an advertisement not to associate the article advertised with the publication that carries the advertisement.

GENERAL CIRCULATION

Magazines of national and general circulation include weeklies such as *The Saturday Evening Post*, *Collier's*, *Time*, *Liberty*, *Life*, *Look*; monthlies such as *Cosmopolitan*, *Redbook*, *Fortune*, *Better Homes and Gardens*, *The American Magazine*, *Atlantic Monthly*, *Harper's*. While they vary greatly in circulation and scope, all are sold in homes throughout the country. Also nationally circulated is a group of "women's magazines" such as *Ladies' Home Journal*, *McCall's*, *Woman's Home Companion*, *Good Housekeeping*, *Vogue*, *True Story*, *Parents' Magazine*. This group appeals to and is edited primarily for women, who are said to buy at least 85 per cent of all products that go into the home. Surveys, however, have shown that women's magazines have a large readership among men and vice versa. Circulations and rates of some of the general magazines appear on page 296.

Three publications, *This Week*, *American Weekly*, and *Puck*—*The Comic Weekly*, are usually classified as magazines,

but they differ from other general magazines in that they are included in a list of Sunday newspapers circulated in the larger cities of the country and are not as a rule sold by subscription or on the newsstands apart from the Sunday newspapers with which they circulate. Circulations and rates of these publications appear on page 277.

CHARACTERISTICS OF READERS

Most magazines make available to advertisers surveys giving sex, age, economic status, education, automobile and radio ownership, and other factors characteristic of their readers, all of which should be considered by advertisers when selecting their mediums. Advertisers do not lose sight of the fact that many products are bought after conferences in which man and wife and frequently children take part.

SECONDARY READERSHIP

Most magazines have a readership far greater than that indicated by their circulation figures, a fact that arises from the practice of handing magazines on to neighbors, friends, and relatives. There is also likely to be more than one member of the subscribing family who reads some or all of the magazines and newspapers that come into the home. *Life* magazine has been making what its calls "Life's Continuing Study of Magazine Audiences," the objective of which was to determine the average number of people actually reached by each of four national magazines included in the research. A count was made of the number of people who read or look into a typical issue within four weeks after its issuance. The interviews were personally made by representatives of Crossley, Inc. *Report 2* was based upon interviews with 13,045 people, all ten years of age or older. The results were then projected to the entire population ten years of age or older, excluding the blind and inmates of prisons, asylums, and institutions, according to the estimate of the Bureau of Census of July 1, 1938. It was found that

there were 107,300,000 persons upon whom the projection was made. Based upon 13,045 interviews the following results were arrived at:

<i>Collier's</i> audience.....	14.7 per cent	15,800,000 people
<i>Liberty</i> audience.....	12.9 per cent	13,800,000 people
<i>Life</i> audience.....	17.0 per cent	18,200,000 people
<i>The Saturday Evening Post</i> audience.....	12.2 per cent	13,100,000 people

In the study the results were further broken down into age, income, sex, city, rural, farm, and nonfarm groups; also into geographical sections, users of gas and electricity, owners of radios, subscribers to telephones, owners of homes, renters of homes, owners of cars. Based upon the 13,045 interviews, a total weekly audience of the four magazines is shown of 56.8 per cent or 60,000,000 people. There is, however, some duplication of circulation so that if a particular advertisement were running at the same time in all four magazines, it would not reach that number of people. Consequently a further study was made as to duplication of audiences. It was estimated that there was a duplication of 4.6 per cent between *Collier's* and *Liberty*; 4.8 per cent between *Collier's* and *Life*; 4.5 per cent between *Collier's* and *The Saturday Evening Post*; 4.1 per cent between *Liberty* and *Life*; 3 per cent between *Liberty* and *The Saturday Evening Post*; 4 per cent between *Life* and *The Saturday Evening Post*. A study was also made of combinations of three and four magazine audiences, with the final result that the actual weekly audiences of the four magazines combined was 37.4 per cent, or 40,100,000 people.

In *Report 3*, the first 8,030 interviews used in *Report 1* were discarded and 7,009 interviews obtained later were included. This gave 12,024 interviews but changed the result only slightly to show the following audiences: *Collier's*, 15,800,000; *Liberty*, 14,000,000; *Life*, 19,900,000; *The Saturday Evening Post*, 13,200,000. In this report the following

number of readers per copy were claimed: *Collier's*, 5.8; *Liberty*, 5.6; *Life*, 8.4; *The Saturday Evening Post*, 4.2.

Report 4 issued September 1, 1940, says that for this study 16,839 people ten years of age and older were interviewed and asked questions about one copy of each of four magazines, questions and answers being in terms of pages definitely seen inside the covers. The following audiences are shown:

Collier's, 14,750,000; *Liberty*, 12,900,000; *Life*, 20,450,000; *The Saturday Evening Post*, 13,050,000.

WHAT DO WOMEN THINK ABOUT ADVERTISING?

The *Ladies' Home Journal* published in its issue of May, 1939, the results of a survey upon the subject: "What American Women Think about Advertising." An independent research agency was employed and a scientifically selected list which was a cross section of all women in America was used for the questionnaires. Questions included all kinds of advertising, whether seen or heard—magazines, newspapers, radio, direct mail, throwaways, poster boards. The first question was, "On the whole, do you believe advertising today is truthful?" Fifty-one per cent answered yes and 49 per cent no. Women in large cities believed to the extent of 50 per cent; on farms, 52 per cent; and in small towns, 53 per cent. Broken down into income groups, age groups, and various sections of the country, the answers varied little.

The second question brought out answers that were rather puzzling in the light of answers to the previous question. Number 2 was "During the last year have you bought any widely advertised products which did not turn out as advertised?" Eighty-two per cent answered no. Again there was little difference among the various groups. It is interesting to speculate why, if 82 per cent reported that the advertised products which they bought did turn out as advertised, only 51 per cent believed that on the whole advertising is truthful.

To the question, "If you were choosing between articles costing the same, one of which was advertised and the other was not, which would you choose?" Eighty-nine per cent answered that they would buy the advertised article. This answer also would seem to be inconsistent with the 51 per cent vote of confidence for the first question.

"PARENTS' MAGAZINE" RESEARCH

Parents' Magazine conducted a research by mailing out under the name "American Institute of Magazine Research" 7,000 letters to their own subscribers whose last names began with "Da," "De," and a few "Di." This gave a cross section of the circulation by size of communities and states. Enclosed with the questionnaire was an air-mail business-reply envelope. The number of answers returned was 1,409, or 20 per cent of the total mailed. These were tabulated and the results published in a brochure. The questions asked were as follows:

1. List all the magazines you read regularly.
2. Of those you read regularly, which magazine in your opinion publishes the most helpful articles on food and home making (in order)?
3. Of those you read regularly, which magazine in your opinion publishes the most helpful material on child rearing (in order)?
4. Kindly list the three magazines which you most value (in order).
5. Do you save copies of any of the magazines you read? If so, which, and kindly rank those which have for you the greatest lasting value.
6. Do you give old issues of your magazine away? If so, please rank those you think are most appreciated by the persons to whom you give them.
7. If you saw the same advertisement in several magazines, would you be more influenced by the advertisement because

it appeared in certain magazines that you read than in others? If so, please rank them in order.

8. Of the magazines you read regularly, please rank those you think are strictest in excluding advertisements of unreliable products.

"FORTUNE" STUDIES READER TRAFFIC

Fortune Magazine every month conducts a survey among 2,000 readers to find out the degree to which each article of the current issue is read by *Fortune* subscribers. It is claimed that the greater the reader interest, the greater benefit advertisers receive. During the first four months of 1940 questionnaires were mailed to 8,000 *Fortune* subscribers selected alphabetically. The number of replies received was 2,575 (32.2 per cent). The four issues contained a total of 45 articles. The average subscriber read completely 20.4 articles and in addition read 8.8 articles in part.

Of those who answered the questionnaires, 56.9 per cent wrote comments on the back, of which 88.9 per cent were comments of praise and 11.1 per cent contained criticisms and suggestions. Questions were included to find out how long current issues of *Fortune* are read and what happens to back copies. It was claimed by 42.3 per cent of subscribers that the magazine is kept for two or three months; 38.1 per cent keep the copies from two weeks until the next issue arrives; 15.6 per cent from three months to a year; and 4 per cent for less than two weeks. Answering the question as to what was done with back copies, 70.3 per cent said they file them away for future reference, 27.3 per cent give them away to friends, and 2.4 per cent throw them away.

The researches reported above are given here in order to show the methods adopted by some magazines to help them sell advertising space. It is the task of the advertiser to determine what the results of the researches mean with respect to his product. He must also decide whether or not the technique used was sound.

THE A. B. C. REPORTS

In selecting magazines for a particular purpose, the advertiser has for his assistance the extremely valuable reports of the Audit Bureau of Circulations, popularly known as the "A. B. C." This bureau was organized in 1913 to investigate and analyze facts about the circulation of publications and to give them to advertisers. The bureau gains the information by the consent and cooperation of the publications.

By reading these reports the advertiser can find answers to many things he should know. In the case of a magazine it will tell him the circulation by states and sections, the percentage of subscriptions in rural districts, cities, and small towns, the amount of circulation, percentage of newsstand sales and subscriptions, the subscription price, whether or not premiums are offered to secure subscriptions and to what extent, whether the magazine carries delinquent subscribers on its lists, its age, and many other facts that help to judge of its desirability. By a careful analysis of the methods of getting subscribers which are outlined in the reports, the advertiser is able to gain a comprehensive view of the class of subscribers. With very few exceptions the principal magazines and newspapers furnish A. B. C. reports.

It will be seen that the days of deception as to circulation and business methods are rapidly passing. The successful publisher today courts investigation and places all the facts at the disposal of the advertiser.

STANDARD RATE & DATA SERVICE

While all magazines furnish rate cards giving rates, circulation, and other data and while most magazines are members of the Audit Bureau of Circulations, which gives comprehensive data about publications, there is available to advertisers the Standard Rate & Data Service, which includes in one publication, revised monthly, much of the data published on the individual rate cards. This is a compact book handy for quick reference.

This service is published in the following sections: (1) newspapers; (2) magazines, farm publications, religious papers; (3) business papers; (4) radio advertising.

Country weeklies are not included in this service, but the American Press Association publishes "The Complete Directory of Country Newspaper Rates," which gives rates, circulation, and mechanical data of all weekly, semi-weekly, and tri-weekly newspapers in the United States.

CIRCULATIONS OF MAGAZINES

The following table shows circulations and rates of the leading weekly and monthly magazines:

Magazine	Circulation	Rate per Inside Page, Black and White
<i>The American Magazine</i> (m).....	2,279,930	\$5,000
<i>Atlantic</i> (m).....	105,725	500
<i>Collier's</i> (w).....	2,890,058	6,500
<i>Cosmopolitan</i> (m).....	1,823,005	4,600
<i>Good Housekeeping</i> (m).....	2,303,598	6,300
<i>Harper's</i> (m).....	107,770	500
<i>Ladies' Home Journal</i> (m).....	3,547,652	8,500
<i>Liberty</i> (w).....	2,358,126	5,400
<i>Life</i> (w).....	2,860,484	6,550
<i>Look</i> (w).....	1,861,488	4,200
<i>McCall's</i> (m).....	3,113,696	7,800
<i>National Geographic</i> (m).....	1,105,187	3,000
<i>Newsweek</i> (w).....	407,837	1,425
<i>New Yorker</i> (w).....	152,777	1,050
<i>Parents'</i> (m).....	536,686	2,175
<i>Redbook</i> (m).....	1,256,474	3,100
<i>The Saturday Evening Post</i> (w)...	3,231,496	8,000
<i>Time</i> (w).....	777,668	2,475
<i>Woman's Home Companion</i> (m)...	3,490,663	8,550

TERRITORIAL DISTRIBUTION OF CIRCULATION

Standard Rate & Data Service gives breakdowns of circulations of leading magazines into various sections of the

country. For example, the territorial distribution of *Collier's* follows:

New England.....	214,921
Middle Atlantic States.....	601,208
South Atlantic States.....	278,602
East North Central States.....	705,860
East South Central States.....	109,532
West North Central States.....	307,189
West South Central States.....	199,712
Mountain States.....	133,832
Pacific States.....	349,714
Canada.....	82,855
Miscellaneous and Foreign.....	36,843

Such data are of great value to advertisers when they select mediums to carry their advertisements. They can, if it seems best, concentrate sales efforts where circulations of the magazines in which they advertise are largest. Moreover, they can select mediums whose circulations parallel their distribution facilities. They can also determine whether certain magazines have their greatest circulation in areas in which buying power is high.

Distribution is also given for each separate state. In addition to individual magazines there are a number of groups which quote joint rates, although each one can be bought separately. There is the graduate group consisting of the alumni publications of 19 colleges, for which a combination rate is quoted. There is also a newsstand group of 10 fiction magazines issued quarterly, bimonthly, and monthly.

Following is the rate schedule of *The Saturday Evening Post*. More complete data will be found in Standard Rate & Data Service, which covers practically all publications.

* Black-and-white page.....	\$8,000
* 1/2 page (black and white).....	4,000
1/4 page (double column).....	2,000
Single column.....	2,000
1/8 page (column width).....	1,000
* Color page (2 colors).....	9,500

* Sold in bleed form at 15 per cent above this rate.

* Color page (2 colors split and black)...	\$ 9,500
* ½ page (1 color and black).....	4,750
* Color page (4 colors).....	11,500
* 2 and 3 covers (4 colors).....	11,500
* 4th cover (4 colors).....	15,000
* Center spread (black and white, 2 or 4 colors).....	23,000
Line rate.....	12

* Sold in bleed form at 15 per cent above this rate.

No bleed premium for two pages facing bled across the gutter provided regular outside margins are maintained. Should the outside margins on one page be bled, the bleed premium will apply only to that page.

The following information will clarify the above rate card to the layman:

In advertising and printing black is considered a color so that the primary colors red, blue, and yellow plus black constitute a four-color page.

An advertisement is said to "bleed" when the illustrations run to the edges, leaving no white margins. It is estimated that this increases the number of square inches which the advertiser gets by 20 to 30 per cent.

An advertisement may bleed the inside or gutter margin of each page of a spread of two pages facing, at the regular rates, provided the outside, top, side, and bottom margins of each page are retained, and the advertiser will not be charged extra. This provision does not apply to single pages.

The Saturday Evening Post is on sale every Wednesday and is dated the following Saturday. Pages are four columns wide by 170 lines deep, 680 lines to the page. Forms close five weeks previous to publication date. Material for two-color and four-color advertisements must be in eight weeks in advance of publication date. For illustrations where half tones are used half tones of 120 screen are required.

SIZE OF TYPE PAGE

Sizes of type pages of magazines vary. In general there are three recognized sizes—large, flat, and standard.

In the large size group with type pages approximately 9¾ by 12½ inches are *The Saturday Evening Post*, *McCall's*, *Collier's*, *Ladies' Home Journal*. Among the flat size maga-

zines are *American*, *Cosmopolitan*, *Redbook*, *Liberty*, *New Yorker*, *Newsweek*, *Business Week*, *Time*. The most common dimensions of the type page of this group are 7 by $10\frac{3}{16}$ inches; however, there is some variation in the members of the group. The size of the *American* type page is $7\frac{5}{16}$ by $10\frac{1}{2}$ inches; of *Liberty*, 7 by $10\frac{3}{16}$ inches.

A considerable number of magazines continue the standard size, $5\frac{1}{2}$ by 8 inches, which years ago was the most common size. In this group are *Atlantic Monthly*, *Harper's*, and *National Geographic*.

The number of columns to a page varies from two to four. *The Saturday Evening Post* and *Collier's* have four columns 170 lines deep, a total of 680 lines to the page. *Atlantic* has two columns, 224 lines to the page; *National Geographic* has two columns, 258 lines to the page. Some of the advertising pages of *Liberty* are divided into two and some into three columns.

SOLICITORS FOR MAGAZINES

As a rule magazine publishers employ solicitors to visit national advertisers and advertising agencies. While the agencies recommend the list of magazines which an advertiser should use, publishers believe it is a good policy to solicit both agencies and advertisers; on the theory that both should be "sold." They know that many times the advertiser does not accept the entire list recommended by the agency. Whether he does or not the publishers are convinced that it is wise to acquaint both with the merits of their publications. In case a publisher issues more than one magazine, the same solicitors may solicit for the group, although this is not always the rule.

MAGAZINE SERVICE TO ADVERTISERS

Some of the general magazines and some of the class magazines mentioned in the next chapter offer an important service to their advertisers in helping them to sell their advertising campaigns to their own dealers or salesmen.

Such service generally takes the form of sending reprints of advertisements, window displays, direct-mail campaigns, and other helps.

Many magazines publish results of surveys they have made, for the benefit of advertisers and to guide space buyers in their selection of mediums. Several examples are cited in Chap. XXVI (Selection of Mediums).

USE OF MAGAZINES IN VARIOUS METHODS OF DISTRIBUTION

Let us now consider the advisability of advertising in general magazines in connection with the various selling plans. The claims advanced here as being true of general magazines are not necessarily untrue of other mediums. They are not, of course, exclusive qualities found only in this particular class of mediums, as we shall see in our consideration of other kinds.

1. Articles sold through wholesalers and retailers, like soap or breakfast food.

These articles are in general use and, assuming that the manufacturer has them on sale in stores practically all over the United States, he could use general magazines to good advantage, for the following reasons:

(a) Magazines circulate all over the country. It is claimed that they are read almost entirely in the home, when people have leisure to read. After the family has read a magazine, it is frequently passed on to neighbors or friends so that the number of readers is often much larger than the number of subscribers.

(b) The manufacturer of soaps or foods has an excellent opportunity in magazines to show the product as it actually appears. For instance, the Cream of Wheat, Aunt Jemima, and Campbell's soup packages are frequently shown in colors, tying up their appearance in the mind of the customer with the impression received by seeing them on the dealer's shelves.

(c) The smooth paper used gives opportunity for fine artwork, illustrations, and color printing.

(d) The national magazines have great prestige which has come to them by their large circulation, their publishing of fiction and articles by noted authors, and the fact that many of them refuse to accept objectionable advertising.

(e) The magazines are read by the most intelligent and well-to-do people in the country.

(f) Many of the magazines maintain research bureaus to assist the advertiser in his analysis of markets and distribution.

(g) By using national magazines it is claimed that the dealer and salesman will be impressed and their active cooperation secured.

It is manifestly impossible for the average advertiser to use all the magazines. He must therefore pick the ones most suitable for his particular product, whether it be gum, clothing, or shingles for the roof.

2. Articles sold to a smaller proportion of the population, like automobiles, pianos, and washing machines.

The problem is somewhat different from what it is in the case of food or soap. A smaller number of families can afford these things; therefore there will be more waste circulation. Yet it is claimed that the magazines go to people of above the average purchasing power. Consequently the advertiser of this class of articles would probably use national magazines.

3. Articles sold to businessmen, like adding machines, typewriters, and other office appliances. There again the problem changes. There will be more waste circulation because a smaller proportion of the population is in the market for these products. Yet after considering the prestige of the magazines and their influence on dealer and

salesman, some manufacturers of products of this class are using a carefully selected list of general magazines in addition to other mediums discussed later.

4. Articles such as tractors, plows, and lighting systems, sold to a particular class, like farmers. These are usually advertised in farm papers and in other ways, but occasionally in general magazines.

5. Articles sold by canvassers from house to house. One of the companies to use general magazines to advertise this class of articles is the Fuller Brush Company, which has house-to-house canvassers all over the United States. This company has used general magazines to induce housewives to grant interviews to their salesmen and to set forth the merits of the articles as well. The Real Silk Hosiery Mills has recently been added to advertisers of this class.

6. Articles sold by mail direct from manufacturer to consumer. The magazines as a rule will not accept orders from houses doing a general mail-order business, like Sears, Roebuck and Co., Montgomery Ward & Co., and others. They do, however, accept advertisements from some houses that sell only one article or group of articles by mail or from manufacturers whose mail-order business is only incidental, their principal trade being through the regular channels. The general mail-order houses are in sharp competition with the retail stores, and the manufacturers who sell through retail stores are naturally opposed to advertising that would help the mail-order business at the expense of the retail stores.

7. Products sold only to manufacturers for use in the manufacture of finished products. An advertisement of this type is shown on page 303. The field here narrows down. The number of buyers compared to the circulation of the magazine is likely to be small. As a rule, manufacturers of these products do not use general mediums, although there are some exceptions. Armco iron is advertised in

THE EAGLE

IS SHOD WITH TIMKEN STEEL

The Bendix Axles, Bendix tail wheel knuckles and Bendix Pneudraulic shock struts, used on many of Uncle Sam's warbirds, are made of TIMKEN Alloy Steel. They take the initial impact shocks and deceleration stress with maximum efficiency.

TIMKEN Roller Bearings in landing and tail wheels provide smooth, friction-free landings and take-offs.

Wherever there is a Special Job to be done there is a special TIMKEN Alloy Steel or a TIMKEN Roller Bearing to do it. Consult us without obligation.

THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO
Steel and Tube Division

TIMKEN

ALLOY STEELS

Manufacturers of TIMKEN Tapered Roller Bearings for automobiles, motor trucks, railroad cars and locomotives and all kinds of industrial machinery; TIMKEN Alloy Steels and Carbon and Alloy Seamless Tubing; and TIMKEN Rock Bits.

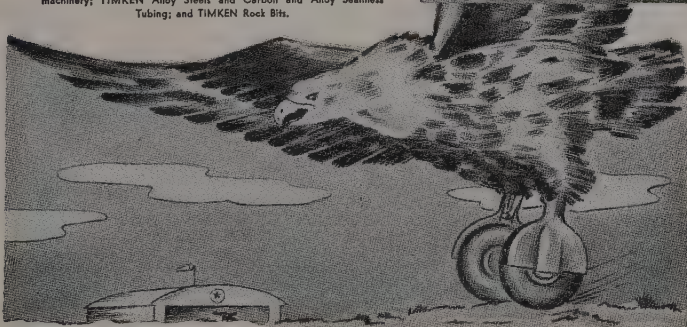
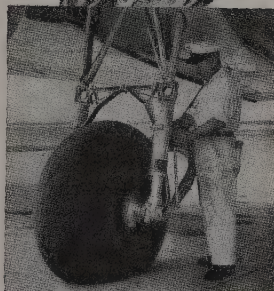


FIG. 48.—The Timken Roller Bearing Company advertises products used in the manufacture of other products. See page 302.

magazines on the theory that people will ask that certain articles they buy shall be made of Armco iron. Timken bearings and Fisher bodies and other products used in the manufacture of automobiles are also advertised in general magazines. There are other methods of advertising such products which will be considered under other mediums.

General magazines have sometimes been used for advertising retail stores, chiefly large stores located in metropolitan cities. Large chains also occasionally advertise in general magazines, using their institutional advertising or copy to promote the sale of a particular brand which they own. An advertisement of this kind published in national magazines by the A. & P. chain appears on page 71.

Whether the advertiser selects weeklies or monthlies or quarterlies, magazines read mostly by men or mostly by women, will depend upon the product and marketing conditions. It is interesting to note that most magazines with an appeal to men are also read by the women of the family; but that the women's magazines are not so generally read by men.

EFFECT OF TRADE-MARK ADVERTISING

Periodical Publishers Association in September, 1934, issued a study of nationally established trade-marks, owners of which had been consistent magazine advertisers for the past 10 years. It is stated in their brochure that there had been registered up to Aug. 14, 1934, 316,178 trade-marks and that each year approximately 12,000 new trade-marks are being registered.

In 1923 the association issued a study entitled "300 Trade-marks That Stand Out Conspicuously Among the 160,000 That Have Been Registered in the United States Patent Office." The 1934 brochure undertook to find out what had happened to these 300 trade-marks in 10 years. The total number of companies owning the 300 trade-marks was 267. Of these only eight, or 2.9 per cent, were no longer in business. Forty-four had been sold or merged

with other concerns, but 36 of the trade-marks owned by such companies were still in use. The names of 26 companies were changed without merging, 17 of which took the name of the advertised product as the new firm name.

Of the 259 companies still in business at the end of the 10-year period, 203, or 78 per cent, advertised in magazines in 1933. No attempt was made to find out why the remaining 56 companies did not advertise in magazines in 1933, although it was stated that some of them resumed advertising in 1934.¹

It was not claimed that magazines were the only medium used and it was stated that in some cases magazines were not the chief medium used. However, the conclusion was reached that firms which had nationally advertised goods with established trade-marks show a surprising vitality and "tend to become confirmed users of national magazines."²

SELF-TEST QUESTIONS

1. What is an advertising medium?
2. What is the advertiser's problem in connection with the selection of advertising mediums?
3. How does the prestige of a publication affect the advertisements that appear in it?
4. What does the term "general magazines" include?
5. What factors besides circulation and rates should be considered by the advertiser?
6. What is "secondary readership" and how important is it?
7. What do women think about advertising, according to the *Ladies' Home Journal* survey?
8. What is the A.B.C. and what service does it render?
9. What is the Standard Rate & Data Service and what information does it furnish?

¹ It is not uncommon for advertisers to drop one medium for a time and concentrate in another. For instance, a large magazine advertiser may change to newspapers or radio one year, then resume magazines the following year.

² Periodical Publishers Association up to Jan. 1, 1941, had not revised this brochure so as to bring it up to date. However, the association has issued frequent bulletins giving case histories of individual concerns.

10. What are the three principal recognized sizes of magazines?
11. Why do publishers give detailed information about where their magazines are circulated?
12. What is the nature of the work done by solicitors for magazines?
13. What services do magazines offer to advertisers?
14. Show how general magazines fit in with the various selling plans.
15. How do concerns with nationally established trade-marks regard the general magazines as advertising mediums?

PROJECTS

1. Using the schedule of rates given on pp. 297-298, compute the advertising revenue of the current issue of *The Saturday Evening Post*. Find the grand total and show the breakdown according to the space classifications given in the rate card. Compute all advertisements of less than an eighth page on the line rate, 14 agate lines to the column inch.
2. Should the manufacturer of an adding machine selling under \$100 include *The Saturday Evening Post* in his schedule? Give all the arguments you can think of on both sides of this question.
3. In Project 2, substitute "cosmetics" for "adding machine" and proceed as before.
4. Select one competitor of the *Post* in the general magazine field and compare the two magazines with respect to (a) prestige, (b) buying power of readers, (c) editorial policies, (d) amount of advertising carried.
5. The rate card of the *Post* shown on pp. 297-298 quotes "bleed" spaces at 15 per cent above "non-bleed" spaces. In the current issue examine the advertisements that bleed and give your opinion, with reasons, as to whether or not this extra expense is, from the standpoint of the advertiser, advisable.
6. An eye opener for the mathematically inclined. (a) If Simoniz pays \$4,000 for the space on p. 2 of the *Post* not occupied by the publishers, how much does it cost them to give good advice about their cars to each thousand of the *Post's* 3,000,000 net paid circulation? (b) If International Harvester Company spends \$11,500 plus 15 per cent for a four-color bleed ad on the inside front cover, to advertise International Trucks, what fraction of a cent do they pay for each of their 3,000,000 four-

color pages? (c) If Eastman Kodak pays \$15,000 plus 15 per cent for a beautiful four-color back cover in the *Post* with its 3,000,000 net paid circulation and its average of 4.2 readers to a copy, how many readers will (potentially) be reminded of Kodak that week? And what fraction of a cent will Eastman Kodak be paying to reach each person on that basis?

CHAPTER XX

MAGAZINES FOR SPECIAL FIELDS

Publications that find their readers in certain groups. General business magazines. Specialized business magazines: the industrial and technical press; the trade press; the professional and institutional press. Farm publications. Religious publications. Recreation publications. Fraternal and business organizations. Propaganda publications. Semiclass publications. Associated Business Papers, Inc. Service to advertisers. Adaptability to various selling plans. Why higher rates are charged.

INCLUDED under this head are all publications that find their readers in certain groups of people who take them because they contain information of interest to the subscribers in their business, in their professions, or in their interests or activities outside of business hours, such as church, motoring, hunting, golf, and other recreations.

GENERAL BUSINESS MAGAZINES

Typical of magazines in the general business field are *The Nation's Business*, *Business Week*, *Forbes*, *American Business*. Magazines of this type contain articles of interest to all businessmen who wish to keep informed about business problems, news pertaining to manufacturing, selling, and finance, researches, and government activities pertaining to business. On many advertising schedules will be found also such magazines as *Fortune*, *Time*, *Newsweek*, which reach a large proportion of businessmen, although they are not strictly speaking business magazines.

Circulations and page rates of typical magazines in the general business field are as shown in the table on page 310.

Business Week in its promotional matter claims that its circulation is "horizontal across the whole business market,"



The Correct
Century **MOTOR**
for Machine Tool
Applications Contributes to
Maximum Production.....
KEEPS COSTS LOW

If the electric motor drive does not accurately meet the demands, machine tool efficiency is penalized. The results of misfit motors are found in a high percentage of rejects, in delays that hold up production, in excessive production and maintenance costs.

Century's wide selection of motor types and sizes from 1/60 to 600 H.P. assures the correct motor for every machine tool application. Century *Open Motors* are available for use above the work line; *Splashproof Motors* for below the work line, giving protection against falling chips and splashing liquids; *Dust Tight Motors* for use in atmospheres containing excessive quantities of high speed cutting oils, abrasives and metallic dust; other types include *Horizontal and Vertical Motors*, *Flange Mounted Motors* and *Motors with Cushion Bases*.

For Close Control of Tolerances — Century Motors' remarkable freedom from vibration assists in the control of production tolerances.

For Shock Loads — Century *High Slip Punch Press Motors* — When the motor meets a shock in the machine load cycle, the speed slows down enough to make use of the power stored in the flywheel of the press — a very important and useful absorber effect, and a smoother current demand.

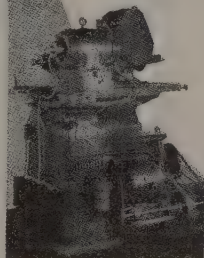
For Hard to Start Loads — Century Type SCH Motors, designed with high starting torque, low starting current.

For High Inertia Loads — Century Motors designed for long, smooth accelerating periods.

For Multi-Speeds — Century offers many combinations of Multi-Speed motors to serve the most efficient use of special alloy tools with proper speeds and feeds.

Such flexibility in design and performance assures a motor that fits the job and gives superior machine tool performance. Your nearest Century Motor Specialist will gladly tell you more about the advantages of a Century Motor application — how it means steady, accurate production and reduced maintenance expense. It will pay you to call him in.

Century 7½ horsepower Squirrel Cage Motor driving a punch press.



Three Century Motors driving a grinder — one 2 horsepower fan cooled, one 2 horsepower open and one ½ horsepower totally enclosed fan cooled.



CENTURY ELECTRIC COMPANY

1806 Pine Street

St. Louis, Missouri

Offices and Stock Points in Principal Cities

One of the Largest Exclusive Motor Manufacturers in the World

FIG. 49.—In this advertisement published in general business magazines facts are given to appeal to the purchaser of electric motors for business purposes. See page 310.

serving the following types of business: manufacturing and processing, distribution, finance, services, public utilities, raw materials, construction and installation, government, education, and philanthropy. In May, 1939, *Business Week* surveyed a cross section of 5,000 subscribers and found that circulation ratios were as follows: general officers, assistant general officers, and company subscriptions, 75.2 per cent; heads and assistant heads of departments, 10.4 per cent; division heads and assistant division heads in major depart-

Magazine	Circulation	Page Rate
<i>Nation's Business</i>	350,011	\$1,600
<i>Business Week</i>	114,701	915
<i>Forbes</i>	77,980	750
<i>American Business</i>	22,246	300

ments, 6.8 per cent; engineers and other professional personnel, 1.2 per cent; trained technicians below engineering rank, 0.4 per cent; other nonsupervisory, 0.5 per cent; branch and chain unit officials, 3 per cent; educational, 0.7 per cent; miscellaneous, 1.8 per cent.

In a promotional booklet giving the above figures, *Business Week* points out that the active managers of business, to whom its circulation goes, buy a large variety of products such as machinery, materials and supplies, equipment, trucks, insurance for business, a kind of purchasing that differs from that of the average consumer.

On page 309 is an advertisement published by Century Electric Company in general business magazines. The type of copy used is informative; it differs widely from the copy used in the ordinary consumer's advertisement.

SPECIALIZED BUSINESS MAGAZINES

Approximately 1,700 business magazines are published, most of them nationally, a few regionally. One large group caters to readers engaged in the production end of manufac-

turing and is called "The Industrial and Technical Press." These magazines may be either "horizontal" or "vertical." The horizontal selects a particular type of reader, as for example, men responsible for installation, operation, and maintenance of power equipment, no matter what the nature of the plant. There are horizontal magazines for credit men, purchasing agents, maintenance men, and many others regardless of the kind of industry in which they may be engaged. The vertical magazine covers a particular industry from the president of the company down through the ranks, including operating men who have buying influence.

Some of the magazines in this group with their circulations and page rates are:

Magazine	Circulation	Page Rate
<i>Air Conditioning and Refrigerating News</i> ¹	7,331	
<i>American Machinist</i>	20,820	\$235
<i>Automotive Industries</i>	10,271	150
<i>Bakers' Helper</i>	10,704	160
<i>Buildings and Building Management</i> ...	3,750	210
<i>Electrical World</i>	18,492	250
<i>Heating and Ventilating</i>	10,102	220
<i>The Iron Age</i>	16,183	148
<i>Railway Age</i>	9,341	275
<i>Shoe and Leather Reporter</i>	2,921	120

¹ Space sold on the basis of \$6.50 per inch.










THE TRADE PRESS

The second type of specialized business magazine is known as "The Trade Press." It includes periodicals going to wholesalers and retailers in a large number of fields. These magazines open their advertising columns to products bought for resale and not usually for private consumption.

Examples of magazines of this type are *Automobile Trade Journal*, *Boot and Shoe Recorder*, *Chain Store Age*, *Crockery*



To Typewriter Dealers

Next month  schools open,  portable sales jump up  and Corona will be near the head of the parade.  From the inexpensive 9 lb. wonder Corona  Zephyr, up to the superb  Corona Silent, the Corona line is the finest ever offered to portable users.  May we suggest that now  is the time  to stock up and get ready.

L C SMITH & CORONA TYPEWRITERS INC
SYRACUSE

NEW YORK

FIG. 50.—This advertisement appeared in a typewriter trade journal read by typewriter dealers. See page 313.

and Glass Journal, Dry Goods Economist, Furniture Record, Hardware Age, Modern Packaging, Office Appliances, Radio Retailing, Underwear and Hosiery Review.

Advertisements in such "trade journals" give manufacturers opportunity to address wholesale and retail distributors. Copy usually deals with the profit motive and shows dealers the advantages of stocking up with the advertisers' products. On page 312 is an advertisement published in a trade journal.

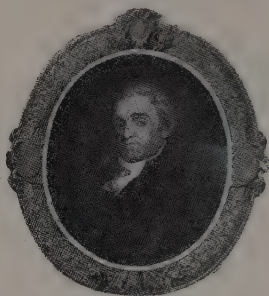
THE PROFESSIONAL AND INSTITUTIONAL PRESS

A third group is known as "The Professional and Institutional Press." These are read by professional people, including physicians, dentists, architects, hotel executives, etc.

Among the magazines of this type are *Advertising Age, Advertising and Selling, Printers' Ink, Printers' Ink Monthly, Sales Management, Tide, Architectural Forum, Architectural Record, Editor and Publisher, Hospital Management, Hotel Management, National Underwriter, Journal of the American Medical Association, Banking, Wall Street Journal*. On page 314 is an advertisement of the *New York Times* which was published in magazines read by advertising men.

FARM PUBLICATIONS

Farm publications, numbering about 250, carry advertisements of products sold mainly to farmers, including machinery and farm equipment, as well as advertisements of products in general use. Some farm publications have national circulations while others circulate in specific geographical sections. The scope of farm publications may be seen from the following classification used by Standard Rate & Data Service: general, dairy, fruit, vegetables and small fruits, breed publications, poultry, pigeons and pet stock, farm newspapers, papers in foreign languages, cooperative farmers' associations.



Noah Webster

HAD A FEW WORDS
ABOUT WOMEN, TOO



Noah Webster was a man of few words where women were concerned. He defined women as "ADULT FEMALE PERSONS."

Lots of advertising men should profit by this beautifully simple definition. Because women are adults it pays to think of them as

adults, with all the mature and serious interest in the world's affairs that male adults have.

That's why so many women like *The New York Times*. The *Times* regards them always as adults, never talks down to them, never patronizes them. And when women *like* a newspaper, advertising in it moves quickly to do the job you want done.

Particularly when those women form one of the country's largest and richest markets . . . as do the women who read *The New York Times*. A recent independent survey shows that 221,840 women read the week-day *Times*, 414,180 the Sunday *Times* in the *Profit Half* of the New York market alone. We shall be glad to give you the facts.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"

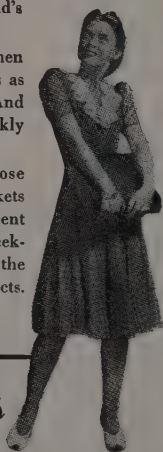


FIG. 51.—This advertisement of the *New York Times* was published in magazines read by advertising men. See page 313.

Among the larger farm publications are:

Name	Where Published	Circulation
<i>Country Gentleman</i>	Philadelphia	2,118,474
<i>Farm Journal and Farmer's Wife</i>	Philadelphia	2,517,157
<i>American Agriculturalist</i>	New York	190,392
<i>American Poultry Journal</i>	Chicago	468,500
<i>Capper's Farmer</i>	Topeka, Kan.	1,182,051
<i>Progressive Farmer and Southern Ruralist</i>	Birmingham, Ala.	980,614
<i>Successful Farming</i>	Des Moines, Iowa	1,248,404
<i>Poultry Tribune</i>	Mt. Morris, Ill.	518,313
<i>American Fruit Grower</i>	Cleveland, Ohio	154,690
<i>Breeders' Gazette</i>	Spencer, Ind.	176,452
<i>The Farmer</i>	St. Paul, Minn.	258,317
<i>The Nation's Agriculture</i>	Chicago, Ill.	425,524
<i>Southern Agriculturalist</i>	Nashville, Tenn.	867,603
<i>Wallace's Farmer and Iowa Homestead</i>	Des Moines, Iowa	275,354

RELIGIOUS PUBLICATIONS

About 200 religious publications are recognized as advertising mediums. Among them are denominational, interdenominational, and undenominational publications. There are also publications circulating among various organizations affiliated with the church, such as Christian Endeavor, Knights of Columbus, Epworth League, Y.M.C.A. Some religious publications are national, and others are sectional. In a few instances a number of units published in different localities are sold as a group. The Strauser and Shubert's group has a circulation of over 1,000,000 and the Catholic Market group has a circulation of around 900,000.

RECREATION PUBLICATIONS

There are a number of publications devoted to recreation and sport, such as *Field and Stream*, *Motor Boating*, *Sports Afield*, *American Golfer*, *The Rudder*, *Outdoor Life*. In fact, it may be said that wherever enough people are found with

similar tastes, whether they like chess and checkers, fishing, shooting, the study of archeology, the breeding of animals, or whatnot, there will be one or more class papers covering that particular group.

FRATERNAL AND BUSINESS ORGANIZATIONS

All the important fraternal organizations have magazines circulating among their members, as do many business organizations like the Rotary, Kiwanis, and Optimist clubs. Many chambers of commerce and other business organizations issue papers that circulate locally.

PROPAGANDA PUBLICATIONS

Political parties, organizations in favor of or against a particular principle, and organizations to promote sentiment for one thing or another frequently have publications designed to circulate among people of similar views or to gain recruits to the cause from others.

SEMICLASS PUBLICATIONS

There are some publications usually listed as general magazines that are or nearly approach being class publications, such as *Popular Mechanics*, circulation 600,646; *Popular Science Monthly*, circulation 645,314; *Scientific American*, circulation 45,098; *Radio and Television Mirror*, circulation, 194,662. For the young people are *American Boy*, 314,662; *American Girl*, 175,033; and *Boy's Life* (Boy Scouts), 302,268.

While magazines for special fields circulate principally to men, the advertisements carried for the most part pertain to the business which the magazines cover. For instance, most advertisers believe that a magazine covering the office-appliance trade, while its subscribers are nearly all men, is not the place for advertisements of clothing, shoes, or products having no relation to the business field in which the magazine circulates.

About 150 magazines for special fields belong to Associated Business Papers, Inc. One of the requirements for membership in this organization is that the magazine must belong to the Audit Bureau of Circulations. Magazines which belong to the A. B. C. are paid for their subscriptions. Many other business magazines have the "Controlled Circulation Audit." Controlled circulations are sent free to selected lists but are audited in a manner similar to that used by the A. B. C. An advertiser debating between two magazines, one A. B. C. and the other "Controlled," must face the question, "Which is better, a magazine whose subscriptions are paid for or one whose subscriptions are given away?" There is no ready-made answer, but trials in both kinds of magazines may show the advertiser which magazine is better, at least for him.

SERVICE TO ADVERTISERS

Publishers of business papers offer various helps to advertisers, including copy service, for which a charge may or may not be made.

During the past few years there has been a weeding out of many of the weaker business papers, mergers of others, and a tendency to bring a number of papers in different fields under one management, as is the case with the McGraw-Hill group, which includes:

American Machinist, Aviation, Bus Transportation, Business Week, Chemical and Metallurgical Engineering, Coal Age, Construction Methods, Electrical Contracting, Electrical Merchandising, Electrical World, Electronics, Engineering and Mining Journal, Engineering News-Record, Factory Management and Maintenance, Food Industries, Mill Supplies, Photo Technique, Power, Product Engineering, Radio and Television Retailing, Textile World, Transit Journal, Wholesaler's Salesmen.

We shall now consider how the class mediums fit into the selling plans mentioned in Chap. V.

1. Articles sold to nearly every family, like soap or breakfast food. The manufacturer of these products would

probably use the trade papers going to grocers, druggists, or whoever his distributors were. This advertising would be supplementary to his advertising in general magazines and newspapers.

2. Manufacturers of automobiles, pianos, and products of this class might also use the trade papers going to dealers in these lines. The automobile manufacturer might add to his dealer papers some papers in the recreation field. The piano manufacturer would probably advertise in music trade journals and in papers going to musicians. The vacuum cleaner manufacturer would usually advertise in trade journals going to his dealers. There being no trade journal devoted particularly to vacuum cleaners, he might advertise in the hardware or furniture papers, provided his product were handled by hardware or furniture dealers.

3. Articles sold to businessmen, such as adding machines, typewriters, and cash registers. Manufacturers of these would likely use general class magazines like *Nation's Business*, trade journals of their own business, if there were any, and trade journals of any line of business using their product.

4. Manufacturers of tractors, plows, and articles sold to farmers would probably use agricultural papers largely. If their products were sold by dealers, they might use any trade publications read by these dealers.

5. Manufacturers of articles sold by canvassers would not, as a rule, use class publications except perhaps to advertise for salesmen, which would come under the head of classified advertising.

6. Mail-order concerns of the general type would not, as a rule, use class publications. We do find, however, that the business magazines carry advertisements of certain products and services that are sold to business or professional men or to the readers of the magazines. The correspondence schools use this type of magazine to a

considerable extent to secure inquiries. Books are also sold by advertisements in class publications.

7. Manufacturers of products sold to other manufacturers use trade journals and other class publications going to the men who are prospective customers for their products.

In considering class publications, we must distinguish between two kinds of prospective customers—those who buy for use in their own business or for personal use and those who buy for resale; that is, dealers who are interested in the salability of the goods rather than in their intrinsic merits. Advertisements should, accordingly, be written with that in mind. The dealer wants to know about a particular food product, for instance, how much it has been advertised in his vicinity, what the profit is for him, how rapidly it will move from his shelves, and what service he may expect from the manufacturer. Trade journals contain much advertising of this sort.

WHY HIGHER RATES ARE CHARGED

Technical, professional, and trade journals charge a higher milline¹ rate for advertising than general magazines. One of the reasons given is that the average buying power of the readers is much greater than that of readers of general magazines, because the man who buys for business or professional purposes buys in greater quantity. Another argument advanced is that as each magazine circulates in its own field, there is little waste circulation.

Similar arguments for higher rates are advanced by publishers of other kinds of class publications.

The kind of copy written for class publications that pertain to business and the professions is usually descriptive, educational, informative, and reason-why. There is less room for the imagination. Appeal to the instincts and emotions may be used in recreation publications, in farm publications for things of personal use, in religious publica-

¹ See p. 274.

tions, in fraternal publications, and in propaganda publications. There can be no general rule, however, as each case must be decided for itself.

SELF-TEST QUESTIONS

1. How do magazines for special fields differ from general magazines and newspapers?
2. What is the nature of the contents of general business magazines?
3. For what kinds of commodities are general business magazines a suitable advertising medium?
4. What is "horizontal circulation"? "Vertical circulation"?
5. What are the characteristics of "The Industrial and Technical Press"? Name representative magazines in this group.
6. What are the characteristics of "The Trade Press"? Name representative magazines in this group.
7. What magazines come under "The Professional and Institutional Press"?
8. Explain the difference between A. B. C. circulations and controlled circulations.
9. What are recreation publications? Fraternal publications? Propaganda publications? Semiclass publications?
10. How do magazines for special fields fit in with the various selling plans?
11. Why are higher rates charged by magazines for special fields than by the general magazines?
12. What kind of advertising copy should be used in magazines for special fields?

PROJECTS

1. Select a food product that is widely advertised in general magazines. Write copy for use in an advertisement in a trade magazine.
2. Write copy for an advertisement of Armstrong linoleum for a magazine in the general business group. Feature inlaid linoleum as an ideal floor covering for offices.
3. Find a paint advertisement in a general magazine and rewrite it to make it suitable for a farm publication.

4. List the commodities advertised in page or double-page space in the current *Saturday Evening Post*. In parallel columns opposite each item, list the group or groups of magazines discussed in this chapter in which you think the article could appropriately be advertised, and the general nature of the appeal to be used in each case.

5. Write copy for an advertisement of golf clubs, tennis rackets, or some other article of sporting equipment: (a) for a general magazine; (b) for a recreational magazine; (c) for a trade magazine.

CHAPTER XXI

DIRECT ADVERTISING

Amount expended. Letters. Mailing cards. Envelope enclosures. Folders. Broad-sides. Booklets. Catalogues. House organs. Flexibility of direct advertising. How to lessen waste. Mailing lists. Who can use direct advertising?

IN place of or in addition to newspaper, magazine, and other forms of advertising, the man with something to sell may use some form of direct advertising. The term "direct advertising" is taken to include all forms of advertising which go by mail or in other ways direct from the manufacturer or merchant to the possible user of the product. Rightly handled it is a concentrated selling force of tremendous power which can be applied at comparatively small expense.

It is estimated that \$570,000,000 is expended each year in direct advertising. While the bulk of this printed matter, or literature, as it is sometimes called, goes through the mails,¹ some of it is handed out by salesmen to prospects or by retailers to customers. Direct advertising includes:

- | | |
|------------------------|-----------------|
| 1. Letters | 5. Broad-sides |
| 2. Mailing cards | 6. Booklets |
| 3. Envelope enclosures | 7. Catalogues |
| 4. Folders | 8. House organs |

Each of the above has its own special functions, its own sphere of usefulness, its own limitations. A comprehensive study of them all would be well worth while for the student

¹Leonard J. Raymond, President Dickie-Raymond, Inc., an organization devoted to the production of direct-mail advertising, estimates that for 1939, the complete cost of printing, processing, mailing, and postage for advertising matter sent out by mail was \$277,292,949. This does not take account of direct advertising distributed by means other than the U.S. Postal Service. A monthly estimate of direct-mail volume is published by Mr. Raymond in *Printers' Ink*.

of advertising, but obviously such a study is impossible within the scope of this book. All we can do in the following pages is to examine briefly the nature, uses, and present trend in the development of each.

LETTERS

A letter is a personal communication to an individual. Herein lies its greatest difference from magazine or newspaper advertising. Both are printed salesmanship, but the one is directed to a *person*, whereas the other is to people in the mass. The fact that a letter is reproduced in quantities and sent to 100,000 persons does not alter the fact that it is a personal communication. Much of its success depends upon the reader's acceptance of it as personal to him. Hence, the first and greatest principle of success in writing a selling letter is that it must be adapted to the reader in point of view, language, and appeal. There are various machines which will turn out letters in any quantity, all so closely resembling an original typewritten letter that only an expert can tell the difference. It is not the appearance, however, so much as the message, that carries the note of personality, and even printed circular letters with no attempt to disguise their real nature may be given an individual character that spells success.

The letter as an advertising medium has many different uses. Among the most important may be mentioned the following:

1. To sell direct to consumers or users.
2. To induce consumers or users to go to a retail store and buy.
3. To produce live leads for the salesman.
4. To prepare the way for the salesman by missionary work.
5. To direct attention to or increase interest in other forms of advertising.

6. To answer inquiries and turn them into sales.

If the commodity is one which is sold to dealers rather than to consumers, somewhat different letters may be used for the same purposes.

There are many excellent books in which the principles of successful letter salesmanship are taught. But like personal selling, or playing golf, or driving a car, a study of the principles must be supplemented by painstaking practice and a study of our failures and our successes if we would write effective selling letters.

MAILING CARDS

The mailing card may be described as a form of business insurance rather than as a means of actually making sales. It is a reminder of the house that sends it and of its merchandise and service. It serves to keep the customer in touch between the visits of the salesman and to pick up bits of business here and there that might otherwise go to competitors and be the first steps toward the loss of profitable accounts. In size, shape, style, and layout, it offers wide opportunity for choice. Many houses adopt a distinctive style and follow it consistently for the sake of easy recognition. The mailing card should not attempt too much. One point at a time is enough; and it should be set forth in pointed, snappy language. If sent immediately before a booklet, catalogue, or salesman, it serves as an introduction and ensures a better chance of a favorable reception to the salesman or the more elaborate literature that may be issued from time to time.

ENVELOPE ENCLOSURES

Envelope enclosures are advertising leaflets or small booklets, inserted in envelopes with outgoing letters, bills, or statements. They should be attractively printed in black or in color on good quality paper, and are most effective when arranged in a carefully planned series. Enclosures are used:

1. To sell the product direct.
2. To prepare the way for booklets or other more pretentious advertising matter.
3. To supplement sales letters.
4. To supplement current advertising campaigns.

The first method is used to sell low priced articles by mail, or to attract buyers to the store for the more costly things. The second arouses the curiosity or interest in something which is fully explained in other literature to follow the enclosure. It ensures the more expensive advertising matter against being thrown away unread. As a supplement to the sales letter, it contains the details of the proposition, with illustrations, testimonials, guarantees, and the like, and permits briefness and straight selling talk in the letter. This makes the letter more likely to be read, and presents the article to better advantage than could the letter alone. As a supplement to the sender's current advertising of other kinds, it serves as a reminder, an added impression conveyed directly to a potential buyer at very small cost to the advertiser.

It has been proved by hundreds of business concerns that an attractive and properly planned enclosure will be read from beginning to end and will produce most gratifying results in added sales and increased good will. It is equally certain that a poorly executed attempt will take a short cut to oblivion by way of the wastebasket. One effective means of making reasonably certain that the enclosure will be read is to use on the first page only a picture or caption, or both, that will pique the curiosity.

For example, a department store in advertising fur storage for the summer used an envelope enclosure with the caption "When It's More Than 60." A bank printed in large letters on the first page of a leaflet that went out with the monthly statements "You, Incorporated." A haberdasher enclosed with his bills in an inauguration year a booklet bearing

on the cover the one word "Inauguration." It is a reasonable assumption that these advertising messages were given at least a reading by most of the persons who received them.

Minimum first-class postage allows you one ounce of mail. The ordinary one-page letter weighs less than half an ounce. An envelope with a bill or statement weighs about one-half of that, or 25 per cent of what you are paying Uncle Sam to carry. Why not, then, use the other 75 per cent to carry your advertising free, or, as one direct-mail service company puts it on an envelope enclosure, "Let Uncle Sam Help You Build Your Business!"

FOLDERS

A folder is anything larger than a card and smaller than a broadside. It sometimes has a perforated reply card attached or a separate reply card inserted. There are no restrictions as to its use, and the possibility of using numerous illustrations and of various unique methods of folding makes it adaptable to an endless variety of purposes.

It enables the advertiser to use all sorts of attention devices, which may be employed to lead the reader on from point to point until he has read the entire folder. If well planned it may be a most effective form of advertising. A large company in one city recently sold an entire shipment of electric waffle irons and coffee percolators in a few days, with no other advertising than an inexpensive but cleverly planned folder. Its greatest danger lies in extravagant claims, flaunting colors, and a general atmosphere of splurge and bombast. The advertiser who decides to use the folder should not allow it to degenerate into a form of advertising that looks cheap or trashy.

BROADSIDES

A broadside is a form of "splurge" advertising which attempts to produce an effect through its size and its possibilities of large display. It varies in size from 5 by 10½

inches to the size of a newspaper page. It is usually fastened with a postage stamp or a small gummed seal and addressed in a space that is left for the purpose. Its large size when open and its clumsiness in handling limit its uses. It may be used with good effect as a form of dealer advertising. One side may be printed as a poster which the dealer can use for window or store display, with the selling arguments for the dealer himself on the reverse side.

BOOKLETS

Booklets are used to present the advantages or talking points of an article at greater length than can be done in other forms of advertising. They may be used for enclosing in a letter to a mailing list or they may be sent in reply to an inquiry that has resulted from periodical advertising. In the latter case the periodicals are used to create interest and the booklet is depended upon to develop it further and sometimes even to close the sale.

The booklet tells a story about the advertised article. The story may deal with the production and handling of the materials of which the article is made; as, for example, the story of rubber. It may begin with the process of manufacture and take the reader through the factory, selling him an impression of efficiency, economy, or cleanliness. Again it may set forth the special features of the article which make it better than its competitors, or it may explain the uses of the article and suggest new uses which the reader may not have thought of. Whatever its purpose, it must be written from the reader's point of view, or it will not be read.

The booklet may be anything from a simple affair of a few pages small enough to go in an ordinary envelope, to an elaborate treatise of a hundred or more pages, attractively bound, printed on expensive paper, and illustrated with pictures of high artistic merit. The size, style, manner of treatment, use of illustrations, and such things are determined by the nature of the article, the purpose for which

the booklet is used, and the kind of people to whom it is sent. If the writer is advertising precious stones to women of wealth and refinement, the booklet must be dainty, refined, and aristocratic. If it is camping outfits for tourists, it must carry the atmosphere of the open road and the evening camp. It must always be suited to its subject and adapted in language and style to its reader.

CATALOGUES

A catalogue, reduced to its lowest terms, is a list of the articles a concern has for sale, with their prices. But a good catalogue is more than a price list. It contains descriptions of the articles, accounts of how they are made, explanation of their use and their value to the purchaser. It carries with it the personality of the house that sends it out. It is full of interest and useful information. It is a silent but effective salesman for the house.

The size of a catalogue is determined, naturally, by the number of items it must contain. The catalogue of an automobile manufacturer might contain only a few pages, one for each model of car and two or three for general information about them all. On the other hand, the manufacturer of a large number of small items might need a catalogue of several hundred pages in which he would illustrate and describe his products. It is not unusual for catalogues of this type to cost several dollars apiece.

Unique among the various forms of direct advertising are the mail-order catalogues of the general merchandise and mail-order concerns. These catalogues are thick books of a thousand or more pages, filled with pictures, descriptions, and prices of almost every article used by a human being. These mail-order houses are in competition with retail stores, especially in the country, and present a real problem to the general storekeeper in the small town. An advertiser can learn much by reading over the descriptions in these catalogues. The simplest and most prosaic articles are described with a selling force that makes it almost impossible

to resist buying. In addition to the large, complete edition, some mail-order houses use a number of sectional catalogues. When a person inquires about a particular line of merchandise one of the sectional catalogues showing the article in question and others which come in the same general class of merchandise may be sent instead of the complete one. Loose-leaf catalogues may also be used for this purpose.

Recent years have brought a rapid increase in the use of catalogues, especially in lines where competition is strong. With increased use have come higher quality and more effective selling power.

HOUSE ORGANS

A house organ is a regularly issued publication, published by a business concern, either manufacturer, wholesaler, or retailer, for the purpose of sales promotion or of inducing greater cooperation within a business organization. This kind of publication has a long history back of it. In the United States, Benjamin Franklin's *Poor Richard's Almanac* was really a house organ for his printing establishment. There are now more than 2,000 house organs issued in the United States.

We must distinguish between a house organ and a trade journal. A house organ is usually sent free of charge to a selected mailing list which the concern wants to reach. It generally carries no advertising except of the company that issues it. Its purpose is to help one concern only. A trade journal, on the other hand, is a publication devoted to one line of business in which there may be thousands of companies interested. It carries paid advertising and stands on its own feet as a business undertaking. To illustrate: *The Dry Goods Economist* is a trade journal devoted to the dry-goods trade. It circulates to dealers in this line, who, as a rule, pay the regular subscription price for it. *The Mohawk Rug Retailer*, however, is a house organ issued by the Mohawk Carpet Mills of Amsterdam, N. Y., and mailed free to dealers throughout the United States who handle Mohawk rugs or who are prospects for Mohawk products.

Broadly speaking, there are two distinct kinds of house organs, known in advertising circles as the *external* house organ and the *internal* house organ. The external house organ is planned for and circulates among the company's dealers, or it may be sent directly to the consumers or users of the product. The internal house organ may be for the salesmen, or it may go to the employees of the factory.

The specific purpose of each of the different kinds of house organs is as follows:

A. The External House Organ

1. *For Dealers.*—This is used when the product is sold through retailers. It contains articles that will help the retailer give better service and thereby make greater profits. It spreads information and builds good will. It tells how to trim windows, how to collect bills, how to cut down expense and waste.

2. *For Consumers or Users.*—This kind is not so common on account of the large circulation that is necessary. The Metropolitan Life Insurance Company, however, issues a house organ with 5,000,000 circulation, sending it to prospects and policyholders. A different edition is issued for each of several sections of the country. Some of the type-writer companies issue house organs which they give to stenographers.

B. The Internal House Organ

1. *For the Salesmen.*—This kind keeps the salesmen in closer touch with the home office. It is filled with helpful information about the product, news of what other salesmen are doing, effective selling talks, lessons on salesmanship, and messages from the executives of the organization.

2. *For Employees of a Factory.*—This kind, sometimes called a "plant" house organ, is published exclusively for the factory employees and contains news of interest to them only. The expense is borne by the concern and the editing

is done by one of the executives or by some one appointed from outside by the management. Occasionally assistant editors and correspondents for various departments are appointed among the factory workers themselves. The publication is filled with names and trivial happenings, with occasionally an article on Safety First or Cooperation. It tends to create a family spirit and to bind employees and executives close together.

In addition to these principal divisions of house organs, many fraternal, commercial, and religious organizations issue house organs to their own members to keep them informed about what is going on.

At the present time there is a definite trend toward making the house organ appear as a service, rather than as a piece of selling literature. Its purpose is to sell the reader an idea rather than a product; to impress upon him the genuine spirit of service of the company rather than merely the merits of its goods. It is a sort of friendly contact man, or missionary, sent out each month to call on a number of thousands of customers or prospects, for the purpose of cultivating their good will. The internal house organ does much the same thing among the employees of the company, and in this way helps to strengthen morale and reduce labor turnover.

House organs of all these kinds may be in the form of a magazine, a small newspaper, a booklet to enclose in an envelope with other mail, or even a blotter printed every month. Some house organs are published weekly, some monthly, and some quarterly.

FLEXIBILITY OF DIRECT ADVERTISING

With so many different forms, direct advertising is a medium that can be adapted to almost any selling purpose. It can be used to sell direct; to do the missionary work; to line up prospects for the salesman; to supplement other forms of advertising; to increase friendliness and goodwill; to build loyalty among employees and thus lessen the chance

of labor troubles. It enables the man with something to sell to talk directly to the man who can use it, multiplied by a thousand or a hundred thousand. It goes to him wherever he may be, and it goes as cheaply to the man across the continent as to the one in a near-by city. It can select its readers to an extent that is impossible with any other form of advertising.

HOW TO LESSEN WASTE

On account of the large amount of direct advertising used, thousands of pieces of mail are competing for the prospect's or buyer's attention. Much of it goes to the wastebasket unread. To be among those that survive and produce results, your copy must compel attention, it must be of real interest, it must be in harmony with the reader's needs and desires and suited to him in style and content.

The problem that confronts the advertiser who would reap rewards from this great selling force is to study and analyze the kind of copy that is being read and saved and acted upon, and adapt its principles to his own particular case. Many an advertiser who employs the best brains that money can buy to prepare his display advertising and who considers with greatest care the smallest detail of copy, artwork, layout, and mediums seems to think that in the case of direct advertising almost anything will succeed, provided it can be mailed. As a result he turns out vast quantities of poorly conceived, poorly executed, and ineffective matter that inevitably finds its way to the wastebasket and that helps to lower the general tone of everything in the field. This is not written to discourage the student from trying this kind of advertising, but rather to show him that it is a field wherein he can profitably put forth his best effort.

MAILING LISTS

Direct advertising differs from publication advertising in that in the former the advertiser determines to whom his

literature shall be sent. In publication advertising he takes the circulation that the publishers give him.

There are many sources of mailing lists, including names sent in by salesmen, telephone directories, classified business directories, press clippings, tax lists, city, state, and national government records, names secured in response to advertising, Dun & Bradstreet's, city directories, and state gazetteers. There are organizations that prepare lists and sell them at so much per thousand names. Retailers secure lists from their clerks, from their books, and in other ways.

It is important to note that no mailing campaign will be any better than its list. It is better to spend more time and thought on the list and reduce the number sent out if necessary. In any list where residence addresses are given, the changes from deaths and removals will amount to 20 per cent each year. Lists of dealers will change 15 to 20 per cent.

Undelivered mail sent out under first-class postage will be returned and the list may be corrected. Where third-class postage is used, return postage may be guaranteed and practically the same result secured. Under a regulation made by the Post Office Department in 1927, third-class mail (but *not* first-class) may bear on the face of the envelope the imprint:

Postmaster: If forwarded to a new address
Notify sender on Form 3547.
Postage for notice guaranteed.

Many users of direct mail avail themselves of this means of correcting their lists by sending out an inexpensive third-class mailing in advance of a more important and more expensive mailing of first-class matter or of booklets.

The question of whether or not to prepay the return postage on reply cards and envelopes enclosed with direct-mail advertising has always been a difficult one to decide. To do so necessarily means for the advertiser considerable waste of money, since, even with the most carefully prepared direct advertising, a large percentage of the recipients fail

to reply. Not to do so might greatly reduce the number of responses that would have been received had reply postage been prepaid. The Post Office Department solved the difficulty in 1928 by authorizing reply cards and envelopes on which the postage should be paid by the addressee. Under this privilege the advertiser pays the return postage, but only on the cards and envelopes that actually are returned.

Who can use direct advertising? Almost every business concern, and in fact almost all do. Wiggins's Systems, Limited, Winnipeg, Canada, some years ago prepared a set of 10 check questions which not only shows in a graphic way who ought to use direct advertising, but sums up most of the purposes for which it may be used. Here it is:

HOW TO TELL WHETHER YOU SHOULD USE DIRECT-MAIL ADVERTISING¹

If you can vote "yes" to every statement made below, you have no need for direct-mail advertising. If you vote "no" to one, you have.

Answer these questions truthfully.

1. We have all the business we want
2. Everyone who COULD buy from us knows all about us and our goods and services; if they do not buy from us, therefore, it is their fault, not ours.
3. We would rather our salesmen made all "cold calls." It would not help them close business to furnish them "live leads."
4. There are no territories we do not cover thoroughly, so we have no need for direct-mail contact with any prospect or customer.
5. We call upon all customers so often there is no need for mail contact between salesmen's calls.
6. No customer ever stopped buying from us; we have no need for direct-mail persuasion to get them back.

¹ From "Selling Ideas," published by Wiggins's Systems, Limited, Winnipeg, Canada. Courtesy *Postage and The Mailbag*.

7. We have nothing new to talk about and no need, therefore, for letters or literature to introduce it.

8. No one who has once bought from us ever forgets us, so we need no reminder advertising.

9. We are educating and following up frequently every possible buyer.

10. We are satisfied that direct mail cannot improve our position in any way and are unwilling to be shown that we might be wrong.

Direct advertising fits in with all of the selling plans in Chap. V. It can be used on a small or a large list, covering any division of territory, or extending all over the country. It can be timed to reach the recipient when the sender desires. It is rarely used except as a supplementary form of advertising, for it cannot partake of a great prestige, as do advertisements in magazines and newspapers. It may, however, by careful preparation, carry a prestige of its own.

SELF-TEST QUESTIONS

1. What is direct advertising? What forms does it include?
2. What is the chief point of difference between sales letters and publication advertising?
3. For what purposes may letters be used as advertising mediums?
4. What are mailing cards? What purposes do they serve?
5. What are envelope enclosures? For what purposes are they used?
6. Can the advertiser make sure of their being read? If so, how?
7. What arguments can you give in favor of the use of envelope enclosures?
8. What advantage has the folder as an advertising medium? What dangers?
9. What are the advantages and the disadvantages of the broadside?
10. What are the characteristics of a good booklet?
11. For what are booklets used?

12. Of what value are catalogues, other than as price lists?
13. Describe the catalogues of the large mail-order houses.
14. What is a house organ? How does it differ from a trade journal?
15. What two distinct kinds of house organs are there? For whom is each kind planned?
16. What is the nature of the contents of house organs published for dealers; of those published for the user or consumer; of those published for the salesmen; of those published for the factory workers?
17. What other kinds of house organs are there?
18. What is the modern trend in the preparation of house organs?
19. In what forms do house organs appear?
20. Why is direct advertising the most flexible of all forms of advertising?
21. What is the greatest weakness of direct advertising and how may the advertiser guard against it?
22. How are mailing lists obtained?
23. Of what importance is the list?
24. Who can use direct advertising?

PROJECTS

1. Visit some of the merchants in your community and collect a number of pieces of direct advertising of various kinds. Dealers in automobiles, radios, electrical appliances of all sorts, and in various other lines will be glad to give you their literature. Prepare a portfolio of the specimens you collect. Classify them carefully, mount neatly, and accompany each with a short explanation and criticism.
2. A new flower shop is to open in your neighborhood. Prepare a direct-mail piece to announce its opening and invite patrons. Make it more than a mere announcement.
3. Select an article from the advertisements in any current magazine (or use one assigned by the instructor) and prepare a broadside for the manufacturer to send to dealers.
4. For the same article, prepare a folder for the dealer to direct-mail over his own name and address.

5. For the same article, prepare an envelope enclosure for the dealer to send out with his monthly statements.

6. Find an advertisement that contains a coupon to be used for requesting further information. Work out in some detail the plan of a booklet of 16 pages to be mailed to those who send in coupons.

7. Prepare a dummy for the booklet suggested above. Letter in display type, sketch or clip and paste all illustrations, and indicate copy as in an ordinary layout. Suggest quality, color, and heaviness of paper stock to be used.

CHAPTER XXII

RADIO ADVERTISING

A comparatively new medium. Early development. On a national basis. Broadcasting networks. Use of the spoken word. Radio made possible by advertising. The broadcasting industry. Radio ownership. Government control. Code of ethics. Retaining attention. Inviting response. Application of radio. Program popularity reports. Radio research activities. Technique of radio research. Program preference. National "spot" advertising. Short announcements. Writing for radio. "Sustaining" programs. Electrical transcription. Television advertising. Cost of radio advertising. "Merchandising" radio advertising. Adaptability to various selling plans.

BACK of practically every form of advertising, except radio, is a long history. Radio advertising, however, has developed within a few years to a position of major importance among advertising mediums. While it is considered by the majority of advertisers as a supplementary medium, many corporations are appropriating substantial portions of their total advertising expenditures to this new and unique kind of publicity.

EARLY DEVELOPMENT

The following is quoted from a book entitled "Broadcast Advertising," published by the National Broadcasting Company, Inc.:

As early as 1905, investigators were experimenting with the crude electric arc and cruder microphone in an attempt to transmit the spoken word through the ether. As imaginative as these men were, probably none of them conceived of the tremendous industry which was to grow from their laboratory toys and scientific curiosities.

Finally came the modern version of "Aladdin's Lamp"—the practical vacuum tube, a device capable of performing all manner of remarkable electric functions. Soon the vacuum tube found

real work to do in radio-telephony, replacing the sputtering electric arc as a means of generating waves of continuous amplitude for carrying voice-molded oscillations.

By 1915 radio had been developed to the point where successful communication was established between United States and France and between United States and Hawaii.

The World War extended the practical development of the radio telephone and in the days following the war the Westinghouse Electric and Manufacturing Company undertook a series of experiments with radio-telephone transmission.

Amateurs—then a mere handful of young men engaged in dot-and-dash communication among themselves—were invited to listen in. Their curiosity aroused, various members of their families also listened in. And so Radio Broadcasting was born.

The pioneer broadcasting station became known as Westinghouse Station KDKA, located at East Pittsburgh. Programs on a schedule basis were soon placed on the air, but widespread public interest was not aroused until 1920, when returns were reported on the election of President Harding.

In 1921 the Westinghouse organization opened an experimental station at Newark, New Jersey. A small building was erected on the roof of a large factory building for the purpose of housing a 500-watt transmitter. An erstwhile cloakroom, draped with a few odds and ends, including old rugs and furnished with non-descript chairs, tables, a rented piano and a phonograph became the studio. Thus WJZ was born, ready to follow the steps of KDKA.

In July, 1922, a year later, the American Telephone and Telegraph Company, anxious to study the possibilities of radio as a means of communication, inaugurated station WEAJ in New York City and presented the first of a never-ending flow of programs which have since made WEAJ internationally famous.

Broadcasting was an experiment that became an institution. It seemed to be everybody's business. It was as though civilization had been waiting for a return to first principles not only for keeping in touch with the leaders of the nation but also for the purposes of entertainment. Here at last was a means of combining hundreds of thousands, even millions of listeners into one great audience. The modern stentor had arisen out of the past, but with the brain of a thousand geniuses and a voice that carried around the world.

According to the National Broadcasting Company, the first sale of time was made Aug. 28, 1922, when WEAJ sold 10 minutes for \$100.

ON A NATIONAL BASIS

The opening of the first large stations was followed by the launching of a large number of stations. Nearly 600 were organized in 1922 by commercial houses, newspapers, and others. By the summer of 1928 there were over 700 stations.

Radio advertising on a national basis may be said to have been established in 1926. In November of that year the National Broadcasting Company, Inc., was organized by the General Electric Company, the Westinghouse Electric and Manufacturing Company, and the Radio Corporation of America. Station WEAf was purchased from the American Telephone and Telegraph Company. This station was the "key station" of a group of stations known as the "red network." The next step was the turning over of the management of station WJZ of New York and WRC in Washington, D. C., to the new organization by the Radio Corporation of America. These with a number of other stations formed the "blue network." In April, 1927, the Pacific Coast network came into existence.

The two networks of the N.B.C. now reach 174 stations in 136 key cities of the United States and Canada. The company claims to serve 98 per cent of the country's radio families. It also broadcasts throughout the world by means of 10 associated short-wave stations.

The Columbia Broadcasting System was organized Sept. 1, 1927. It offers a service of 119 stations in 118 cities, two of which are in Canada.

Mutual Broadcasting System, Inc., was organized in 1934. It offers a service of 118 stations, many of which are affiliated with N.B.C. or C.B.S. Mutual advertises that "Mutual facilities have been made flexible for special program origination points and to meet unusual coverage problems."

In addition to these networks there are about 20 regional networks, some of which consist of stations within a single state, while others cover more than one state. All of the

network stations plus independent stations bring the total number of stations to 814.

USE OF THE SPOKEN WORD

Radio is an advertising medium which uses the spoken word to convey the selling message. In a previous chapter we mentioned the fact that advertising had been done by town criers. This was word-of-mouth advertising, but to a small group. Salesmen use the spoken word, but necessarily to a limited number of people. Through radio advertising, however, it is possible to reach millions of people by the spoken word.

Here, then, is a selling force of tremendous potentialities. And a few years ago it was unknown! Already great changes have come about and noteworthy improvements have been effected which make it probable that still further progress may be expected. One of the developments that is near at hand is television, which undoubtedly within a few years will develop to a point where a television receiver will be available to every radio owner. Advertisers may flash on a screen in the home a picture of the product, the trademark, trade name, or a complete advertisement, or they may dramatize the message in various ways. Color advertising over the radio also offers great possibilities.

RADIO MADE POSSIBLE BY ADVERTISING

One of the indirect ways in which advertising has benefited people generally is by making it possible to buy magazines and newspapers at much less than cost of production. Publishers have found it advantageous to sell their publications at low prices to increase circulation, charging advertisers enough to make up the loss and to return a profit.

In the case of radio, broadcasting companies in the United States could not exist without revenue from commercial advertisements, unless they were subsidized by the government or unless set owners were taxed. At present it would appear that change in the existing arrangement is not probable and

that radio programs will continue to include advertising just as most publications now include advertisements in print. We may say, therefore, that the growth of a great industry, the manufacture and distribution of radio receiving sets and the various accessories necessary to keep them in working order, has been due in a large measure to advertising. We may also give advertising credit for the privilege of listening to many addresses and educational programs, even though such programs are independent of actual advertising messages.

THE BROADCASTING INDUSTRY

According to *Broadcasting Magazine*,¹ the gross time sales for 1939 were

National networks.....	\$ 83,113,813
National and regional non-network.....	42,000,000
Local advertising.....	46,000,000
Total.....	\$171,113,813

The network gross time sales were divided as follows:

National Broadcasting Company....	\$45,244,354
Columbia Broadcasting Company....	34,539,665
Mutual Broadcasting Company....	3,329,794
Total.....	\$83,113,813

Comparing these network time sales with the 1930 figure of \$26,816,156, it will be seen that there has been a large increase during the past decade, principally due to advertising of convenience goods (articles purchased in small units with high repeat sales, such as food products, chewing gum, toilet goods, soap, tobacco products). In 1930 they amounted to 50 per cent of national network volume and in 1939 to 87.4 per cent.

¹ *Yearbook*, 1940. These are gross time sales as distinguished from net time sales reported on p. 12. Net time sales are those in which time, frequency, and other discounts are deducted.

RADIO OWNERSHIP

According to the last estimate of the Joint Committee on Radio Research¹ reported as of Jan. 1, 1938, there were 26,666,500 families in the United States possessing radio receiving sets. This was approximately 82 per cent of the 32,641,000 families reported at that time. Separating urban² and rural families, 91 per cent of all urban and 69 per cent of all rural families had radios.

On Aug. 15, 1939, the Columbia Broadcasting System estimated that the number of radio homes was 28,000,000 and the number of radio sets owned was 47,500,000. In addition to that it was estimated that there were 7,000,000 automobile radio sets in use. It was also stated that 84 per cent of all the sets were in daily use for an average of 4.5 hours.

A later estimate³ follows: Total number of radio sets in use in the United States, 45,200,000. This figure includes 6,500,000 automobile sets. The number of families with radio sets (usually called "radio homes") is given as 28,700,000. It is further estimated that Jan. 1, 1941, will find 50,000,000 radio sets in use including extra sets in homes, automobile sets, and portable radios. The use of the latter is increasing, the estimated total now being over 1,000,000.

Residents of the United States, owning as they do more than half of all the sets in the world, necessarily include those of all income brackets from the highest to the lowest. Consequently it may be said that radio listeners are purchasers of every kind of product.

GOVERNMENT CONTROL

The Federal Communications Commission was established by Congress in 1934. Its principal functions have to do with

¹ This committee is sponsored by the American Association of Advertising Agencies, the Association of National Advertisers, and the National Association of Broadcasters.

² Urban here includes communities of over 2,500 population.

³ According to O. H. Caldwell, editor "Radio Today," in the 1940 *Broadcast Magazine Yearbook*.

the classifying of stations, assigning frequencies of power, and the consideration of applications for new licenses or renewals of licenses already in force. This commission does not have the power of censorship over radio communications, but it may take into consideration the conduct of the stations when their applications for renewal of licenses are before it. Broadcast advertising is also under the supervision of the Federal Trade Commission, which investigates commercial announcements as it does other forms of advertising which may violate fair-trade rules as set down by the commission.

CODE OF ETHICS

The National Association of Broadcasters at its seventeenth annual convention, July 11, 1939, adopted a code of ethics and procedure, included in which was the following:

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

DAYTIME

	Minutes	Seconds
15-minute programs.....	3	15
30-minute programs.....	4	30
60-minute programs.....	9	

NIGHTTIME

15-minute programs.....	2	30
30-minute programs.....	3	
60-minute programs.....	6	

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides, and local programs falling within these general classifications.

A resolution was also adopted concerning the kind of advertising that shall not be accepted. This will be found in the Appendix, page 493.

The code under which the National Association of Broadcasters is working includes the following section with respect to "Controversial Issues":

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of a controversial nature. Such time shall be allotted with due regard to all other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters should use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

IMPORTANCE OF PROGRAM

Of major importance to the advertiser is the program, which acts as the vehicle of his advertising message. Unless

the program is popular his efforts go for naught. The large networks and most of the independent local stations will assist advertisers in securing talent. The advertiser must pay the artists in addition to paying for the time, although there is usually no charge for engaging the artists.

It must be remembered that in the vast majority of cases magazine and newspaper readers buy those publications primarily for the reading matter apart from the advertisements and that advertisements must be forced upon their attention. So it is with radio. The listener-in, although he pays nothing for the privilege of hearing the programs, may get tired of too much advertising and turn to some other station. Those whose duty it is to prepare and supervise programs face these problems:

1. To select a program that will attract the greatest number of listeners.
2. To write the advertising messages and to deliver them so that they will be unobjectionable and will not offend or cause listeners to change the dial.
3. To realize that listeners have a right to demand that radio programs which they invite into their homes shall observe the proprieties of polite society.

INVITING RESPONSE

Early in the history of broadcasting nearly every advertiser invited the audience to write their impressions of the programs to the station to which they were listening or to the office of the advertiser. While this is not done so frequently as formerly, there are various ways in which the advertiser checks up the effect of his offerings. Announcers often at the close of a program invite requests for booklets, samples, and various gratuities. A tooth-paste manufacturer will send a reading by an astrologer; a radio manufacturer will send a copy of a radio house organ containing

photographs of prominent radio artists; a manufacturer of food products will send recipe books.

Many contests are offered in which the listener is invited to compete for attractive prizes of cash or merchandise. Usually the contestant is required to submit with his entry a portion of the package or wrapper in which the product is packed, or a reasonably accurate, hand-drawn facsimile¹ of it. Most of those who enter such contests buy the product rather than attempt to make a drawing of the specified part. Some of them undoubtedly become permanent users. Thus, through the contest, the manufacturer secures an immediate sale of his product, a certain number of permanent customers, and some idea of the number of people who listened to his program.

APPLICATION OF RADIO

Actual uses to which radio advertising has been put include: to create good will; to introduce a new product; to emphasize new uses of an old product; to direct attention to other forms of advertising; to conduct contests; to aid in the distribution of samples; to stimulate dealers and salesmen. In fact, the application is almost limitless.

Radio has come to play an important part in political campaigns, both national and local. In the presidential campaign of 1940 almost every station in the country carried political addresses. Strictly political addresses are paid for at regular rates and may be delivered in the studio or at large meetings. In the latter case music may be a part of the program and add to the possibility of keeping the radio audience interested to the end.

The broadcasting companies have used every precaution to keep the programs high class and of a nature that may be listened to in the home without objection. Their announcers

¹ A facsimile complies with rules of the postal authorities which forbid contests in which it is necessary to make a purchase in order to enter the contest:

must be well educated and able to use the English language correctly.

PROGRAM POPULARITY REPORTS

Broadcasting companies sell audiences to advertisers, just as magazines and newspapers sell readers. Circulation data of publications are readily available with little chance for error. No one knows, however, exactly how many persons listened to a particular radio program; consequently, in the early stages of broadcasting, advertisers went to a considerable extent on faith.

In 1929 there was presented to a meeting of the Association of National Advertisers a study of this question which had been made by Crossley, Inc. C.A.B. (Cooperative Analysis of Broadcasting) was founded and committees appointed to make further investigation. In March, 1934, the C.A.B. was reorganized and set up as a mutual, nonprofit organization with a governing committee of five, three of whom were appointed by the president of the Association of National Advertisers and two by the American Association of Advertising Agencies. Crossley, Inc. was retained to do the field work. Referring to the Crossley methods Mr. A. W. Lehman in *Broadcasting Magazine Yearbook* for 1940 says:

The loosely defined term "recall" should not be applied to the technique the C.A.B. now uses. As the result of eleven years of practice, constant experimentation and revision, it is now using a method which perhaps would be better defined as "the triple check method of identification." Under this method the listener need not remember the exact program name. He or she needs to give sufficient information about the program to enable the investigator by cross-checking station, time, or description of the program to enter it on C.A.B. records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question "Has the program made an impression?"—a factor which the advertiser to be successful must know.

Fifty-two investigators, making calls at four stated times each day, working simultaneously 168 days of the year in 33 major

cities from coast to coast, complete 510,000 interviews based on more than 800,000 telephone calls. The geographical distribution of calls coincides roughly with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys that they reach an undue proportion of persons in the upper income groups has been eliminated as far as the C.A.B. is concerned.¹

The Crossley reports are based on the percentage of set owners who listen to each sponsored program. If out of each 100 set owners interviewed in the area covered by a program, 20 report that they heard it, the rating which appears in the Crossley report is 20. The number of stations carrying this program has no effect on the size of the rating.

RADIO RESEARCH ACTIVITIES

Broadcasting became an advertising medium in 1922, when it was estimated that there were 2,000,000 receiving sets in the United States. Research efforts were made in a small way until 1930, when a continuing cooperating study, financed by 44 advertisers, was undertaken. At that time most radio set owners had telephones. There were about 9,000,000 radio sets in the country, while today about 28,700,000 sets are owned by 84 per cent of the families. About 12,000,000 (38 per cent of all families) have telephones. It will be noted that since 1930 the number of radio sets has tripled, whereas there has been little increase in the number of telephones.

In an article published in *Advertising and Selling*, July, 1939, Archibald M. Crossley, President of Crossley, Inc., a company which has been active in the field of radio research, says:

¹ There are approximately 20,750,000 residence telephones in the United States. If we accept the estimate of 28,700,000 "radio homes," there are 7,950,000 homes without telephones which the C.A.B. reports do not cover. In general, these families are in the lower income group; their program preferences do not appear in the C.A.B. reports. Since this group has low buying power and program preferences probably not much different from those included in the C.A.B. reports, it is probable that the ratings are as nearly accurate as it is possible to make them.

In ten years radio research has not made ideal progress in the first of its functions, it has dipped into parts of the second, and has hardly touched the third. These functions are: (1) To measure the number of listeners, (2) To analyze what they like, (3) To measure their buying activities.

Mr. Crossley points out that the usual rating methods—calling listeners on the telephone—being confined to selected cities, are not designed to provide figures on the actual size of the audience in absolute terms because the data cannot be projected beyond the cities themselves. Moreover, the ordinary ratings apply to an average in all income classes and to a selected group of cities of a certain type. Such ratings are designed to give relative figures. Regular rating services as now constituted cannot supply actual figures on the actual size of the nationwide audience. Another difficulty in finding accurate national ratings is the fact that a straight projection of the regular program rating to all areas outside the cities studied would be inaccurate because the station signal strength varies so greatly.

The following is quoted from an article entitled "Taking the Blue Sky Out of the Air—Ten Years Later," published by Archibald M. Crossley in *Advertising and Selling*, July, 1939:

We now know that public taste changes with the years. There are very few Amos and Andys that can settle to a norm and hold their place seemingly indefinitely. Good dance music is always popular. Good classical music will always attract certain types of listeners. News programs rise and fall with the tide of the news. Otherwise public taste moves from one type to another, and the quicker the public gets a plethora of one type, the quicker its taste will shift. During the past ten years we have shifted from serial comics to mystery shows to comedian headliners to variety shows to the long series of audience-participation types such as the Major Bowes Amateur performances, Courts of Human Relations, sidewalk-interviews, success or experience stories, quiz programs. Meanwhile some of the headliners and variety shows have lasted, due largely to an effort to introduce new ideas and talent from time to time. By analyzing different shows built around the same talent, much more can be done in the way of *talent evaluation on a dollar and cents basis* than has been done.

We now have a great deal of information, little used, upon which to judge not only the best time of the day, and the best type of program to use, but also *how long* the program should be, and *how often* it should be repeated. But we do not know two important facts in this connection: (a) How many different families hear a given program *sometime during a month*; (b) what the relative value is of reaching *one person twice* and of reaching *two persons once*.

We now know that certain parts of the country use their sets more than others.

We know that rural listening habits are different from city habits, and we know in what principal respects they differ.

We know that the summer is a fairly good season of the year, that summer continuity is sometimes to be desired, and that shows can be started successfully during the summer months.

Above all, however, we have discovered how programs and time and station schedules can be fitted closely to the market for a given product. Once I found a cigar program comparatively little liked by men, but enjoyed by women. And I have heard too many Tiffany programs meant for Woolworth products.

Buying actions depend entirely upon the attention value of a program. If a listener doesn't know what he is listening to, then that listener is of little value to the advertiser. In an appreciable percentage of the homes—as high as 20 per cent in some instances—the listener is found unable to identify the program name at the time he or she is listening to it. Sometimes very high percentages cannot name the sponsor at the time of listening.

Listening becomes of value to the advertiser when a conscious impression of some kind is left. *Much of the listening is entirely subconscious.* In one study we made we found over 50 per cent of listeners so occupied with bridge or reading, while the radio was on, that the programs were getting almost no attention. In another study we found as high as 20–25 per cent of the sets in operation for periods exceeding ten minutes when no one was in the room with the set!

Attention value can best be studied by the relationship between (a) set performance and (b) programs reported heard after intensive questioning several hours afterward.

TECHNIQUE OF RADIO RESEARCH

There are three principal methods of radio research:

1. The coincidental, which consists of using the telephone to ask what program the set owner is listening to at the moment of the call.

2. The day part checks on stations and programs heard over a period of approximately the past three or four hours.

3. The mechanical recorder attached to the receiving set. This is a device which records the number of times a week or month a multiple-broadcast program is heard by the same families. It will record the number of hours a day, week, or month each station is tuned in, and it will show the amount of shifting from one station to another as well as the number of sets tuned in while commercials or spot broadcasts are on the air.

Mr. Crossley says: "None of the three methods alone does the complete job that the next decade will demand of radio research. Some combination of the methods seems to be the answer."

There are radio studies to show set ownership by sections of the country, population groups, and income levels, but there are no definite data to show how many sets in an advertiser's particular market are reached by the stations he is using. It will be seen that whereas magazines and newspapers have definite statistics as to cost per advertisement per thousand of circulation, radio advertisers must be content with estimates which as yet are not accurate. Nor is it possible to trace accurately the permanent effect of radio advertising in securing new customers. It may never be possible to measure buying action for slow moving items like automobiles, but there are methods that will give the results of radio advertising with respect to rapidly moving items such as cosmetics and coffee.

NOT A MEASURE OF POPULARITY

Mr. C. E. Hooper of C. E. Hooper, Inc., says that relative program popularity ratings as they are known to advertising men today are not truly a measurement of the popularity of any one program as compared with all the others. Mr. Hooper points out that there are six variables that may influence the size of a radio program's popularity rating: (1)

inherent program popularity; (2) competition of programs broadcast simultaneously; (3) network following; (4) time of reception; (5) reception potential; (6) method of questioning.

PROGRAM PREFERENCE

Many surveys have been made to determine what kind of programs listeners prefer. It has been found that there is some variation from year to year. For instance, during the early stages of the European war which began in September, 1939, news and comment were in great demand. In normal times surveys have shown that musical programs are the most popular type with approximately 60 per cent of the listeners. Next come dramas, comedy, and readings, with a 15 per cent preference, followed by talks, special events, current topics, women's programs, children's programs, religious programs, and miscellaneous.

NATIONAL "SPOT" ADVERTISING

"Spot" radio advertising enables the advertiser to select certain localities or to use as many or as few stations as he desires. Frequently advertisers use electrical transcriptions of the programs used in regular network broadcasts. The flexibility of this kind of advertising recommends it to many advertisers who wish to conduct campaigns in selected areas.

SHORT ANNOUNCEMENTS

Short radio announcements have been compared with newspaper classified advertisements. They consist of units of 25, 50, or 100 to 300 words, and may be either transcribed or presented by the station announcer. Many times the longer ones are dramatized. Both national and local advertisers who use them can exert a continuous sales effort over many or few stations at a minimum expense.

WRITING FOR RADIO

The writing of various kinds of continuities for radio gives employment to a considerable number of writers. One

advertising agency alone employs 24 men and women to turn out scripts for their clients.

In writing for the air, one must remember that the ear appeal is quite different from the eye appeal. Copy that may read well may not sound well. For the radio, short, simple, easily pronounced words are necessary and in many cases brief descriptive phrases separated by dashes (or pauses) often serve better than complete sentences. Moreover, radio announcements are usually delivered rapidly, and there is no opportunity for the listener to go back over the message as he can when reading printed advertising.

Probably the simplest form of announcement is that of a retailer on a local station who buys a minute or less between other programs. This is advertising pure and simple. Frequently repeated it plows its way into the memories of listeners. Next come the 15-minute programs, either local or a part of a chain broadcast. If the former, the station's representatives will write the script for inexperienced advertisers or assist the retailer's advertising organization. If the latter, advertising agencies serve their clients by preparing scripts and arranging the program. The chains themselves will assist in every detail if the advertiser calls on them.

"SUSTAINING" PROGRAMS

Many of the current programs carry no advertising, but are presented to the public by the national chains and by local stations. During the week of Mar. 6, 1938, the Federal Communications Commission made a study of all radio programs, and found that 64.45 per cent of all broadcasting was sustaining and 34.55 per cent sponsored. Both the chains and individual stations frequently find sponsors for programs that started as sustaining.

ELECTRICAL TRANSCRIPTION

"Broadcasting by electrical transcription" is a term applied to the use of records for the advertiser's programs. Master records are made, of which a large number of dupli-

cates are sent to various broadcasting stations. This does away with the necessity of a nationwide hookup, as the records may be used in as many places as the advertiser desires and at different periods during the day. Records are often used by local advertisers, who thus buy a high-grade program at a nominal expense.

TELEVISION ADVERTISING

Should television be perfected to a point where it could be sent out over a nationwide network, the national advertiser would have both sound and sight at his command. He could feature package and trade-mark and even give visual demonstrations of the product. Department stores could use television locally to show new merchandise and styles. The reaction of the consumer is problematical. Whether or not he would resent this innovation and consider it too much intrusion in the midst of a program—this and many other problems will have to be solved later.

COST OF RADIO ADVERTISING

Radio broadcasting companies issue rate cards prepared in conformity with the standard rate card of the American Association of Advertising Agencies. Advertising agencies are allowed the usual 15 per cent commission. A rate card of the Columbia Broadcasting System will be found in the Appendix, pages 495-500.

Individual stations publish their own rate cards which give costs for local or retail advertising, spot broadcasts between program announcements, and whatever services they have to offer.

"MERCHANDISING" RADIO ADVERTISING

It is important that a company using radio advertising "merchandise" its program thoroughly so that its salesmen, dealers, and consumers may be made aware of the radio efforts of the company. National Broadcasting Company

has issued the following suggestions on "How to Make a Radio Program Produce More Sales":

TO REACH SALESMEN AND OTHER EMPLOYEES

1. *Dramatic presentation* of program at sales meetings and conventions.
2. *Articles about program* in internal house organ, featuring talent and telling about actual sales made possible by radio program. Use photos of employees whose experiences are given.
3. *Periodic bulletins* to sales staff and other employees about the program and results.
4. *Bulletin board announcements* in factory and office.
5. *Mimeographed copies* of commercial continuity or announcements used on program.
6. *Enclosures describing program* in salary envelopes. Similar enclosures may also be sent to stockholders along with dividend checks or annual statements.
7. *Prizes to employees* for program improvement suggestions.
8. *Ask employees* to organize special listen-in parties.
9. *Proofs of trade paper* and all other advertisements tying in with program to salesmen and others.
10. *Send copies* of listener mail to salesmen in the field.
11. *Slide film publicizing program*, to be shown to employees.
12. *Motion picture* and sound film publicizing program, to be shown to employees.

TO REACH DEALERS

1. *Actual broadcasting* of first program and talks by sponsor's representatives at sales meetings or conventions.
2. *Salesmen's portfolios* to make it easier for sponsor's salesmen and jobbers' salesmen to describe full campaign to dealers.
3. *Supply salesmen with radio sets* or phonographs to tune in on program, or play recordings of it right in dealers' stores.
4. *Catalogue insert sheet* giving program details.
5. *Preliminary announcements* to dealers in the form of jumbo radiogram blanks or telegraph blanks.

6. *Advance proofs* of magazine, newspaper, and trade paper advertisements tying in with program, sent to dealers.

7. *Mail special merchandising manual* to dealers, describing how to tie in with program and offering material.

8. *Slide films* describing program, to be shown to dealers.

9. *Mail weekly program schedules* to dealers.

10. *When conducting contests* offer prizes to dealers and clerks whose customers win prizes.

11. *Conduct special radio window display contests* among dealers.

12. *Feature program* and give program details in trade paper advertisements.

13. *Articles* about program in sponsor's monthly house organ to reach dealers and all employees.

14. *Publish special tabloid newspaper* featuring program listener mail and sales experiences of other dealers.

15. *Use special radio letterhead* in all dealer correspondence.

16. *Special radio tie-in imprints* on all stationery used in corresponding with dealers.

17. *Envelope stuffers*, blotters, etc., in all outgoing mail to dealers.

18. *Special stickers* or poster stamps featuring program, on envelopes, letterheads, and billheads sent to dealers.

19. *Tie-in plate* on postage-meter canceling machine.

20. *Send to dealers* names and addresses from listener mail in their territories.

21. *Furnish dealers* with admission tickets to studio broadcasts for their own use and their customers' use.

22. *Send descriptive broadsides* and bulletins to dealers. (A combination announcement broadside and window poster is often used.)

TO REACH CONSUMERS

1. *Printed announcements* about program at start of campaign to special groups.

2. *To help build an audience* right from the start, supply sponsor employees with five or ten printed post cards announcing program which they may mail to their friends. They may also

be asked to make phone calls to their friends, telling them to listen in.

3. *News items* released regularly to newspapers and trade magazines, before and after program has started.

4. *Instruct telephone operators* to mention program while answering all income telephone calls.

5. *List all dealers* in classified telephone book and tell listeners to refer to it for phone number and address of nearest dealer.

6. *Radio Advertising.* Announce program on other programs of same sponsor on same network or station. Supply number of one-minute spot announcements for dealers to use on their own programs; on their local network stations following network program; or on any station at any time of day, inviting listeners to call at their stores. Have dealers invite customers to listen to program over loud speakers in their own stores or showrooms.

7. *Newspaper Advertising.* Use program tie-ins in run-of-paper display advertisements. Use spotlight advertisements on newspaper radio pages, particularly during first four or five weeks of campaign. Furnish mats or electros for inclusion in dealers' newspaper display advertisements or for their use on radio pages of their local newspapers.

8. *Magazine Advertising.* Use program tie-ins in display advertisements.

9. *Trade Paper Advertising.* Arouse interest of dealer and his clerks so they may acquaint customers with full details of the program. Feature pictures of stars on program in advertisement.

10. *Listener Publications.* Use display advertisements carrying program tie-in.

11. *Transit and Outdoor Advertising.* Use advertisements carrying tie-ins on billboards; in subway, elevated, and railroad trains; in streetcars, buses, and on delivery trucks of sponsor or his dealers.

12. *Use motion picture shorts* specifically tying in with program, or cooperate in tie-in promotions with local motion picture theatres.

13. *Arrange stunts* and personal appearances, such as having radio characters tour city and hand out invitations to listen in; special street parades, trailers, etc.

14. *Special booklets*, tabloid newspapers, novelties, etc., made available through dealers.

15. *Package stuffers*, inserts, stickers, blotters, and handbills describing program, used by dealers and also sponsor.

16. *Free samples of product* advertised and enclose printed slip describing program.

17. *Offer on program* of printed material novelties, or articles having utility value which tie in with program or product—either free or for money, requiring in addition, in either case, part of package.

18. *Contest on program*, entry free or requiring evidence of purchase. Entry blanks mailed or available through dealers.

19. *Make prompt acknowledgement* of all listener mail, enclosing literature and name and address of nearest dealer.

20. *Offer of free tickets* to studio broadcasts, securable by written request to station, sponsor, or through dealers.

21. *Special radio letterheads*, and imprints giving program details on letterheads, envelopes, billheads, etc.

22. *Tie-in plate* on postage-meter canceling machine.

The foregoing suggestions seem to include almost everything that could be done to merchandise radio advertising. No advertiser could afford to use all of them; in many cases if he did, his merchandising activities might cost more than the original program. The advertiser, however, will find that a substantial sum should be spent for merchandising and should include provision for it in his budget.

ADAPTABILITY TO VARIOUS SELLING PLANS

1. Articles sold through retail stores to every family. Manufacturers of foods, drugs, tooth paste, cosmetics, have been consistent users of radio.

2. Advertisers of products sold to a smaller proportion of the people have also used radio with good effect. This is especially true of several automobile manufacturers.

3. Manufacturers of office appliances and articles sold to businessmen have used radio to some extent. Two type-

writer companies sponsored campaigns with satisfactory results.

4. Articles sold exclusively to farmers could be advertised in certain sections of the country. Moreover, farmers buy many of the same products that city residents buy and radio advertisers benefit from the fact that over 2,000,000 radio sets are owned on farms.

5. Manufacturers of products sold by canvassers do not as a rule use radio. An exception is Real Silk Hosiery Mills, which sponsored a program over the blue network of the N.B.C.

6. Mail-order houses generally do not use radio. However, there is no reason why the large houses that sell through catalogues and through chains of retail stores could not use this medium successfully.

7. Machinery, raw materials, and accessories used in the manufacture of other products have not used radio. However, it is conceivable that certain products, cellophane, for example, might be advertised over the radio with good effect.

SELF-TEST QUESTIONS

1. Trace the early development of radio as an advertising medium.

2. How and when did radio become established on a national basis?

3. Name and describe the important networks of the present time.

4. How important is radio from the standpoint of station revenue?

5. What has advertising done for radio?

6. How widespread is radio set ownership in the United States?

7. To what extent does the government exercise control over radio?

8. To what extent is advertising on the radio regulated? Why is such regulation necessary?

9. How can advertisers check up on the effectiveness of their radio advertising?
10. To what practical uses has radio advertising been put?
11. Explain the functions and the technique of radio research.
12. What has been learned about program preferences?
13. What are the advantages of "spot" radio advertising? To what extent is it used?
14. What are the advantages of short announcements?
15. How can radio advertising be merchandised: (a) to salesmen and other employees; (b) to dealers; (c) to consumers?
16. What considerations must be kept in mind in writing for the radio?
17. What are "sustaining" programs? What proportion of all programs are of this kind?
18. What are electrical transcriptions?
19. Show how radio fits in with the various selling plans.

PROJECTS

1. From the current *Saturday Evening Post* or *Collier's*, select some product that, so far as you know, has not been advertised by radio. Write a letter that could be sent to the manufacturer to interest him in the possibilities of radio as an advertising medium, and to prepare the way for a radio salesman to call later to solicit his advertising.
2. Select a product as in Project 1, and prepare a program plan, on a time schedule, for a 30-minute broadcast to advertise the product.
3. Write the complete continuity for the program planned in Project 2.
4. Turn to p. 501, Appendix, select five commercials, and rate them as to their ability to gain (a) attention, (b) interest, (c) desire, (d) decision, (e) action. See Chap. VI.
5. Rewrite and try to improve the above and point out wherein you think you have made an improvement.
6. Listen to five commercials over your radio, take notes as they are given, and try to reproduce them. Having written them out to the best of your ability, make any criticisms or suggestions for improvement.

7. Visit a radio station and ask for the scripts of announcements of products which are advertised in magazines or newspapers in addition to radio. Compare the radio script with the text of the published advertisements and write a report on the difference in technique.

8. Select one commercial and prepare a newspaper advertisement for the same product. Make layout, sketch or suggest the illustration, and write copy based on facts contained in the script. Make the advertisement three columns wide by 110 lines deep.

CHAPTER XXIII

OUTDOOR ADVERTISING

Its origin is ancient. Outdoor advertising organizations. Poster display. Painted bulletins. Advertisements on walls. Electrical display. Cost of outdoor advertising. Traffic Audit Bureau, Inc. Copy and location regulations. Placing contracts. Advantages of outdoor advertising. Adaptation to selling methods. Local use of outdoor advertising.

THE origin of outdoor advertising is lost in the mists of antiquity. We find in the early history of the Egyptians, Romans, Greeks, and other peoples signs crudely made, many of them cut in stone, to acquaint passers-by with the names and occupations of those who had services to render or commodities to sell.

Like other forms of advertising, outdoor advertising today is well developed and well organized. There are three principal kinds—poster display, painted display, and electrical display.

In poster-display advertising lithographed, printed, or manographed (hand-painted) posters are pasted on poster boards erected for that purpose. In painted display the advertisement is painted directly upon the bulletin board, or upon walls of dealers' stores or in other advantageous locations. Electrical display makes use of electric lights in stationary or mechanically flashing devices to attract attention, especially at night. Electrical-display signs are sometimes called "electric spectacles."

OUTDOOR ADVERTISING ORGANIZATIONS

The Outdoor Advertising Association of America is a trade organization of owners of "plants." A "plant" consists of the facilities of an operator in the city in which he is located for offering paper or paint service or both. The association was formed in 1925 when the Poster Advertising

THE BUSY WOMAN WITH A BAD MEMORY

Impress her forcibly—
repeatedly—dramatically—
colorfully ---

OUTDOOR ADVERTISING INCORPORATED

National Sales Representative of the Outdoor Industry
60 East 42nd Street, New York City

Atlanta • Baltimore • Boston • Chicago • Cleveland • Detroit • Houston • Los Angeles • Philadelphia • St. Louis • San Francisco

FIG. 52.—An advertisement of Outdoor Advertising Incorporated published in magazines read by advertising men. See page 365.

Association and the Painted Outdoor Advertising Association were merged. The members of the Outdoor Advertising Association, numbering 1,175, serve approximately 17,000 cities and villages in the United States and Canada, reaching a resident population of 82,000,000.

Outdoor Advertising Incorporated was organized in 1931. It is a soliciting and promoting agency whose representatives visit national advertisers and advertising agencies, cooperating with the latter and placing contracts through them. An advertisement of this corporation appears on page 364. The agency receives a commission of $16\frac{2}{3}$ per cent, which is a little more than the 15 per cent allowed agencies by publications. In return for the service this organization renders by securing business, the various plants that belong to it pay commissions on all business secured.

The National Outdoor Advertising Bureau is an organization of advertising agencies, numbering 225, formed to supplement the members' own service in planning, servicing, and checking campaigns.

The General Outdoor Advertising Company, Incorporated, is an organization which operates a number of plants in the larger cities.

POSTER DISPLAY

The standard poster panels are uniform in size and appearance. They are 12 feet high and 25 feet long. The inside dimensions of the actual posting surface are 10 feet 5 inches by 23 feet 6 inches. The actual printing surface of the poster is 8 feet 8 inches by 19 feet 6 inches. The basis unit of poster measurement is the 1-sheet, 28 inches high and 41 inches long. Originally the 24-sheet poster was made up of 24 sheets. Today, however, few if any are actually 24 sheet. Lithographers make larger sheets than formerly so that now the number of sheets varies. Most of today's posters consist of about 12 sheets although the posters are still called 24 sheet. These 12 sheets usually run 3 sheets high and 4 sheets wide. A standard poster panel is shown on page 366.

The 24-sheet panels are located by plant owners where they will receive the maximum attention and afford good coverage. Factors considered are the number of pedestrians, the number of people who pass in streetcars and automobiles, the population of the city, and the location. Posters are shown in groups known as "showings." It is possible to buy 25, 50, 75, 100, 125, and 150 per cent showings. The 50, 100,

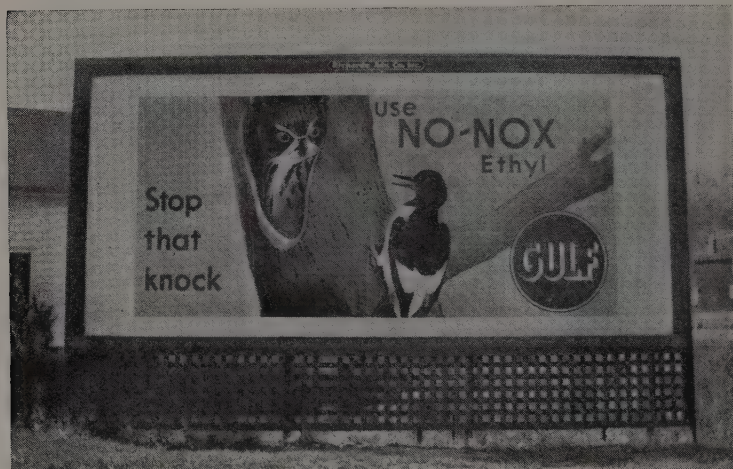


FIG. 53.—A poster panel erected according to requirements of the Outdoor Advertising Association of America. See page 365.

and 150 per cent showings are called minimum, representative, and intensive showings respectively. There are six different sizes of showings: decimal, minimum, 75 per cent (a minimum plus a decimal), a representative showing, 125 per cent (a representative plus a decimal showing), and an intensive showing (a representative plus a minimum). Outdoor advertising men refer to all three major types—minimum, representative, and intensive—as giving complete city coverage, the difference being in the amount of repetition.

Three-sheet posters 8 feet 7 inches high by 4 feet 10 inches wide may be seen near retail stores, especially in neighborhood sections. Many times they are used to serve as a final reminder before the customer enters the store.

Posters must be supplied by the advertiser, who has his advertising agency and the large organizations which solicit business to help him in their preparation. Copy is usually changed monthly. The cost of lithographed posters for the 24-sheet panel is about \$1.50 apiece in 1,000 lots; less for larger quantities. The cost of the artwork for posters averages about \$750, although it is not unusual for large advertisers to pay as high as \$2,000. Below is an excellent specimen of poster art.



FIG. 54.—An excellent specimen of advertising poster art. See above.

PAINTED BULLETINS

Bulletins upon which the advertising illustration or message is painted are usually built of steel and wood. They are erected in cities, in suburban districts, on highways, and along electric and steam railway lines. Copy is generally changed semiannually but may be changed oftener if the advertiser desires. The standard size for bulletins along important highways is 12½ feet high by 42 feet long.

Painted-display plant owners offer both intensive and representative coverage displays. An intensive display consists of an adequate number of painted units distributed so intensively as to reach all points of circulation. Some of the units at important points may be illustrated. Representative coverage showings are planned to cover the circulation of the retail shopping and business districts, the important neighborhood retail and amusement districts,

terminals of transportation lines, principal boulevards, and automobile thoroughfares.

The larger painted bulletins may be erected in sections which may be taken down, painted indoors, and then set up.

ADVERTISEMENTS ON WALLS

Advertisements are frequently painted on the walls of dealers' stores or on other walls where advantageous locations may be secured. In some cases these displays are illuminated. In selecting the walls the advertising value of each location is considered from the standpoint of visibility and circulation.

Metal or wooden signs are often used along the highways near cities and villages. These take a wide diversity of form and bear various messages. The price of such advertising depends upon many conditions and is agreed upon in each individual instance.

ELECTRICAL DISPLAY

Electrical displays are spectacular and impressive. They are usually erected high in the air and vary in size and price. Probably, the best known display of electric signs is on Broadway, New York City, where the circulation is large and where prices are charged accordingly. One of the striking features of Atlantic City is the large number of flashing electrical signs visible from the Board Walk.

Neon signs enable the advertiser to show a name or phrase in illuminated tubes of different colors. This type of sign is also used in store windows and on city streets.

COST OF OUTDOOR ADVERTISING

A full or intensive showing of posters covering approximately 17,000 cities and villages would cost about \$430,000 per month, while a half or representative showing would cost about \$250,000 per month. In densely populated districts a portion of the panels is illuminated. For these special panels prices are determined, depending upon loca-

tion and other factors. Should a national advertiser use the facilities of practically all of the poster plants in the country, his rate would be $13\frac{1}{2}$ cents per thousand circulation per day (net advertising circulation). Should he select certain cities he would find that the rate would vary from 3 cents to \$1. As a rule the larger the city the lower the rate per thousand per day. In addition to the expense for space, the advertiser must provide his own posters. A representative showing covering the United States would require about 23,000 posters.

City or Town	Population ¹	Number of Posters		Space Cost per Month
		Non-illuminated	Illuminated	
Chicago, Ill.	3,376,438	100	60	\$4,040
Los Angeles, Calif.	1,238,048	50	62	3,000
Atlanta, Ga.	270,366	28	12	832
Youngstown, Ohio.	170,002	16	8	500
Duluth, Minn.	101,463	14	4	349
Jackson, Miss.	60,842	11	3	200
Burlington, N. J.	10,844	5	..	50
Dallas, Ore.	3,096	1	..	10
Syracuse, N. Y.	209,326	20	12	625

¹ Census of 1930.

The table above gives rates for a representative 24-sheet poster showing in a few typical cities.

TRAFFIC AUDIT BUREAU, INC.

For many years there has been a demand for some method of evaluating the "circulation" of outdoor advertising. The Association of National Advertisers, the Outdoor Advertising Association of America, and the American Association of Advertising Agencies cooperated in sponsoring a research

at Harvard University to establish a scientific basis for a standard national method of evaluation. In February, 1934, the sponsors incorporated the Traffic Audit Bureau. Its corporate members and Board of Directors comprise eight unpaid representatives—four selected by the A.N.A., two by the “4 A’s,” and two by the Outdoor Advertising Association of America. The managing director of the A.N.A., the President of the “4 A’s,” and the General Manager of the O.A.A.A. are ex-officio members of the board of directors.

There are several classes of memberships, revenue from which pays for the field work which is continually going on. Plant memberships are provided for both poster and paint plant operation.

As the first step in the computation of traffic circulation, the plant operator must prepare a so-called “plant operator statement,” similar to the publishers’ statement required by the Audit Bureau of Circulations in the case of periodicals. The plant operator must collect traffic flow by field counts according to rules specified in the by-laws of the bureau. Counting stations must be located throughout the market covered by the plant. At each counting station, counts are taken of traffic by three classes—pedestrian, automobile, and streetcar, for half an hour in the morning and half an hour in the afternoon. Counts are combined and converted into a 12-hour gross circulation for unilluminated and 18-hour gross circulation for illuminated display.

“Effective” circulation is a combination of one-half automobile traffic, one-half pedestrian traffic, and one-fourth streetcar traffic. After determining the effective circulation for each poster display location in the plant, the operator then determines the space-position value of each poster panel in relation to the effective circulation to which it is exposed. This is estimated by use of a table which combines the factors of speed of travel, length of approach, the individuality of the poster panel, and its angularity to the traffic flow.

Next the Net Advertising Circulation (N.A.C.) is calculated for each panel by multiplying the effective circulation

CALIFORNIA

April, 1940

STANDARD CIRCULATION VALUES OF OUTDOOR ADVERTISING

Copyright 1940, by The Traffic Audit Bureau, Inc.

CITY	PLANT MEMBER	Population Covered	REPRESENTATIVE SHOWING					Average Rate per 1000 NAC in Cents
			No. of Panels		Cost Per Month	Average Gross Circulation PER DAY	Average Net Advertising Circulation PER DAY	
			Ill.	Unill.				
LIVERMORE	Foster and Kleiser Co.	3,119	2	\$	20.00	10,000	4,960	13.3
LIVINGSTON	Cleveland Outdoor Adv. Co.	1,185	2		20.00	11,940	5,520	12.1
LODI	Foster and Kleiser Co.	6,768	3		33.00	14,700	6,530	16.6
LOMITA	Foster and Kleiser Co.	900	1		10.00	13,830	6,590	4.6
LONG BEACH (N.S.)	Associated Outdoor Adv. Co., Inc.	142,032	7	11	410.00	379,500	109,050	8.1
LONG BEACH	Foster and Kleiser Co.	142,032	10	12	500.00	508,950	219,320	7.8
LOOMIS	Foster and Kleiser Co.	319	1		10.00	4,370	1,930	17.1
LOS ALAMOS	Foster and Kleiser Co.	294	1		10.00	8,400	1,590	20.8
LOS ANGELES	Foster and Kleiser Co.	1,238,048	85	60	3,000.00	4,481,800	1,804,700	5.5
LOS BANOS	Cleveland Outdoor Adv. Co.	2,284	2		20.00	10,460	4,320	14.5
LOS MOLINOS	Foster and Kleiser Co.	320	1		10.00	2,210	1,140	28.9
LYNWOOD	Foster and Kleiser Co.	7,323	3		37.50	60,370	23,160	8.4
McFARLAND	Foster and Kleiser Co.	600	1		10.00	5,240	2,510	13.1
MADERA	Foster and Kleiser Co.	4,665	2		20.00	12,820	6,320	10.6
MALAGA	Foster and Kleiser Co.	126	1		10.00	11,100	5,600	5.9
MANTECA	Foster and Kleiser Co.	1,614	1		10.00	7,000	3,420	9.6
MARICOPA	Foster and Kleiser Co.	1,071	1		10.00	1,680	740	43.1
MARIPOSA	Cleveland Outdoor Adv. Co.	481	1		10.00	2,220	1,020	21.4
MARTINEZ	Foster and Kleiser Co.	6,569	3		33.00	12,030	5,160	21.3
MARYSVILLE	Foster and Kleiser Co.	6,763	3		37.50	24,420	10,140	12.3
MAXWELL	Foster and Kleiser Co.	866	1		10.00	2,630	1,270	26.0
MAYFIELD	Foster and Kleiser Co.	1,800	1		10.00	10,880	4,810	6.9
MENLO PARK	Foster and Kleiser Co.	2,254	1		10.00	15,570	7,240	4.6
MENLO PARK (N.S.)	West Coast Adv. Co., Inc.	2,254	1		12.50	15,600	7,280	5.8
MERCED	Cleveland Outdoor Adv. Co.	7,982	4		48.00	24,320	11,000	14.5
MIDWAY CITY	Foster and Kleiser Co.	485	1		10.00	2,300	1,100	28.7
MILLBRAE	Foster and Kleiser Co.	1,600	1		10.00	9,910	4,860	6.8
MILLBRAE (N.S.)	West Coast Adv. Co., Inc.	1,500	1		12.50	11,900	5,000	7.0
MILPITAS	Foster and Kleiser Co.	812	1		10.00	7,600	3,780	8.7
MINTURN	Cleveland Outdoor Adv. Co.	23	1		10.00	5,900	2,910	11.3
MISSION SAN JOSE	Foster and Kleiser Co.	531	1		10.00	5,770	2,630	12.5
MODESTO	Foster and Kleiser Co.	18,812	4		48.00	33,600	16,080	10.0
MONETA	Foster and Kleiser Co.	715	1		10.00	5,530	2,240	14.7
MONTALVO	Foster and Kleiser Co.	215	1		10.00	5,900	2,880	11.4
MONTEREY	Foster and Kleiser Co.	9,141	4		50.00	26,800	11,960	14.0
MORGAN HILL	Foster and Kleiser Co.	908	1		10.00	8,400	3,570	9.2
MOSSDALE	Foster and Kleiser Co.	160	1		10.00	7,100	3,600	9.2
MOUNTAIN VIEW	Foster and Kleiser Co.	3,308	2		20.00	16,000	7,760	8.6
MOUNTAIN VIEW (N.S.)	West Coast Adv. Co., Inc.	3,308	1		12.50	8,600	4,400	9.5
MOUNT EDEN	Foster and Kleiser Co.	800	1		10.00	4,940	2,310	14.3
MOUNT SHASTA	Foster and Kleiser Co.	1,009	1		10.00	4,450	1,900	17.4
NAPA	Foster and Kleiser Co.	6,437	3		33.00	13,920	6,810	10.2
NAPA JUNCTION	Foster and Kleiser Co.	210	1		10.00	8,200	1,570	21.0
NATIONAL CITY	Foster and Kleiser Co.	7,301	3		37.50	81,440	14,910	8.4
NEVADA CITY	Foster and Kleiser Co.	1,701	1		10.00	4,410	2,240	14.7
NEWCASTLE	Foster and Kleiser Co.	800	1		10.00	5,200	2,510	13.1
NEWHALL	Foster and Kleiser Co.	1,104	1		10.00	10,930	5,130	8.4
NEWMAN	Cleveland Outdoor Adv. Co.	1,472	2		20.00	6,620	3,080	21.8
NEWPORT BEACH	Foster and Kleiser Co.	2,203	1		10.00	6,180	3,060	10.8
NEWPORT BEACH	H. G. Smith Outdoor Adv.	2,203	1		10.00	6,800	3,400	9.7
NILES	Foster and Kleiser Co.	1,617	1		10.00	9,090	1,480	22.3
NIPOMO	Foster and Kleiser Co.	350	1		10.00	3,320	1,630	20.2
NORTH HOLLYWOOD	Foster and Kleiser Co.	8,000	2		25.00	26,160	11,740	7.1
NORWALK	Foster and Kleiser Co.	1,517	1		10.00	8,730	4,370	7.6
NOVATO	Foster and Kleiser Co.	800	1		10.00	4,270	2,150	15.3
OAKDALE	Foster and Kleiser Co.	2,112	1		10.00	2,700	1,380	24.8
OAKLAND	Foster and Kleiser Co.	293,306	20	18	1,100.00	1,088,480	429,740	8.5
OAKLAND (N.S.)	Special Site Sign Co.	293,306	21	18	916.00	1,079,940	425,280	7.2
OAKLEY	Foster and Kleiser Co.	761	1		10.00	2,620	1,170	28.2
OCEAN BEACH	Foster and Kleiser Co.	4,013	1		10.00	3,100	1,130	29.6

Section 4
Page 4

(N.S.) denotes that the plant is composed of "non-standard" panels.

FIG. 55.—A page from the Traffic Audit Bureau reports which are issued in loose-leaf form and frequently revised. See page 372.

of the location by the space-position percentage rate of the individual poster panel. Thus, a panel with an effective circulation of 10,000 persons and with a panel rating of 100 per cent would have a daily N.A.C. of 10,000. Another

panel with an effective circulation of 10,000 but with a space position of 75 per cent would be recorded as having a daily N.A.C. of 7,500.

After the plant operator has completed his statement he submits it to the Traffic Audit Bureau with a request for an audit. A field auditor makes a careful and complete check of all data submitted.

The Traffic Audit Bureau also evaluates painted displays both illuminated and unilluminated, on the ground, on walls, and on roofs. Here the problem is somewhat different because painted displays are sold in individual units, not in showings. The actual circulation of painted displays in terms of gross and effective circulation is determined by practically the same methods as for poster panels. The final unit of evaluation is known as "rated value." It is a compound index figure composed of various weighted factors representing size of the unit, quantity of circulation, quality of circulation.

A specimen Traffic Audit Bureau report is shown on page 371.

COPY AND LOCATION REGULATIONS

The Outdoor Advertising Association of America has strict rules governing copy and location of panels. Rules governing copy are

1. Copy may not be displayed which is directly or indirectly critical of the laws of the United States.
2. Copy which might be contrary to the moral standards of a community at the time it is offered for display is prohibited.
3. Copy designed to induce the purchase of proprietary preparations for certain conditions and diseases is prohibited.
4. False, misleading, or in any way deceptive copy may not be used.

Rules regarding location follow.

1. No structure may be located where it might constitute a traffic hazard.

2. Member companies may not tack, post, tie, or erect bulletins, panels, cards, or signs of any description, except the poster and paint structures which conform in every detail to the size, construction, and decoration of those adopted by the entire industry.

3. Structures of all member companies must be located upon land either owned or leased, the placing of signs of any description upon posts, trees, fences, or barricades being prohibited.

4. Structures may not be built upon locations where they interfere with the view of natural beauty spots.

5. Structures may not be built upon streets which are purely residential, or upon any location where the resentment of reasonably minded people is justified.

PLACING CONTRACTS

The purchaser of outdoor advertising may place his contracts through one of several large companies which solicit outdoor advertising or through advertising agencies, or he may deal directly with plant owners. While the principal plant owners are members of the Outdoor Advertising Association of America there are independent plants throughout the country.

ADVANTAGES OF OUTDOOR ADVERTISING

One of the great arguments in favor of outdoor advertising is its size. Every poster, it is claimed, is a full page and dominates by sheer size. Its attention value is therefore great. By reason of its size it is possible to display products greatly enlarged and in their true colors. Noted artists are employed to make posters, and many of their drawings are beautiful and artistic. Lithography enables the advertiser to use several colors, displaying the product or trade-mark in heroic size and in any color desired.

Outdoor advertising is flexible and can be adapted to a certain section of a city, an entire city or county, a state, or the whole country. An appeal can be made to the automobile owners by bulletins along the highways; to railroad passengers by displays along the tracks; to foreign population by special displays in the localities where such people live.

Poster advocates say every poster is a show window which cannot be overlooked or thrown into the wastebasket. It is also claimed that people see posters when they are not preoccupied with other interests.

Constant repetition is a feature of posters, bulletins, and electrical display. The advertisement is in sight all the time. Men and women going to and from work may see the same poster or bulletin several times a day. To be a factor posters must necessarily be brief and this brevity forces the advertiser to crystallize his message into the fewest possible words. If the product is a new one and requires a great deal of explanation and educational work, outdoor advertising should not be used at the start.

ADAPTATION TO SELLING METHODS

The advisability of using outdoor advertising depends upon the product and the selling methods. Let us consider how this medium is adapted to the group in Chap. V.

1. It is extensively used by manufacturers of products sold to people through the regular channels of retail stores. Foods, soaps, tobaccos, confectionery, clothing, and articles of that general type come in this class. Outdoor advertising is not used nationally, however, until the product is on the market and can be bought in the cities and towns where the boards are located.

2. Some manufacturers of products sold to a smaller number of people use outdoor advertising, especially advertisers of automobiles. In such cases locations are carefully selected to avoid waste circulation.

3. Advertisers of this group sometimes use outdoor advertising in the larger cities and sometimes painted bulletins along the railroads. Waste circulation is here an important element to be considered and if outdoor advertising is used, an effort is made to place it where the businessman will see it.

4. For the group of products sold to farmers, painted display is often used in the country villages and along the

country roads. All outdoor advertising, whether in city or country, is more or less seen by farmers. The decision as to whether to use it or not will be governed by the extent of the waste circulation and other factors which will vary in each individual case.

5. But few concerns selling by house-to-house salesmen have grown big enough to advertise nationally. There are two or three concerns of this class, however, that might use outdoor advertising nationally with profit. It could be used locally, provided the canvassers were working in that particular vicinity.

6. Mail-order houses do not as a rule do outdoor advertising. One of the principal reasons for this is that they are endeavoring to get direct responses and in order to do this they usually run direct-action copy. Outdoor advertising is not adapted to this type of advertising. There is no reason, however, why general mail-order concerns which do business by sending out large catalogues could not use outdoor advertising, at least in some localities, with profit. If this were done the outdoor advertising would be the general publicity or reminder type and the mail-order concerns would depend upon their catalogues to secure the orders.

7. Manufacturers of articles sold to factories would not be likely to use outdoor advertising because of the enormous waste circulation that they would have to pay for. In some cases, however, if localities could be secured near the factories, it might have an influence. Where raw materials sold to factories are also sold to the general public outdoor advertising could be used.

LOCAL USE OF OUTDOOR ADVERTISING

National advertisers may use outdoor advertising to cover practically the whole country, or they may select certain cities or groups of cities in which for one reason or another they want to make special efforts. Retailers, banks,

churches, and municipalities have used outdoor advertising in their own neighborhoods.

During the World War of 1914 to 1919 the government and various agencies working in cooperation with it used outdoor advertising, and after the war a campaign to encourage business was put on poster boards under the auspices of the Rotary clubs.

The general use of the automobile and the modern trend toward outdoor recreation have had a great influence on the development of outdoor advertising. There is accordingly less business done in outdoor advertising in the winter months, although the difference is not so great as formerly.

Outdoor advertising is seldom exclusively used by advertisers; it is used rather in connection with periodical and other mediums. The advertisements are of the good-will and reminder type and come in the future-action class.

Rules adopted by members of Outdoor Advertising Association, Inc. are for the most part observed as well by nonmembers. Agitation for legislation against outdoor advertising has resulted in various regulatory laws which differ in various states. In most states officials or commissions in charge of the highways have the power to order the removal of poster boards or other signs which they believe to be so placed as to constitute traffic hazards or to interfere with enjoyment of the scenery. This problem does not as a rule arise within city limits. On the highway approaches to cities the automobilist is likely to encounter innumerable signs of all sizes and forms. These have been erected as a rule by the smaller and independent sign companies and usually advertise hotels and retail stores. In most cases there is no question of traffic hazard or scenery defacement here as there might be in the open country. The advertiser, however, must take into consideration the relative value of his sign among so many.

SELF-TEST QUESTIONS

1. How old is outdoor advertising?
2. What are the principal kinds of outdoor advertising?

3. What is the Outdoor Advertising Association of America?
4. Explain the scope and the functions of the following organizations: Outdoor Advertising Association of America; Outdoor Advertising Incorporated; National Outdoor Advertising Bureau; General Outdoor Advertising Company, Incorporated; Traffic Audit Bureau, Inc.
5. What is a "plant"? A standard poster panel? A "1-sheet"? A "24-sheet"? A "3-sheet"?
6. What is a decimal showing? A minimum showing? A representative showing? An intensive showing?
7. About what are the costs of preparation of poster advertising?
8. What are painted bulletins? How does the procedure used in connection with painted bulletins differ from that used with posters?
9. What are electric spectaculars?
10. Discuss the question of costs of outdoor advertising.
11. Describe the organization and work of the Traffic Audit Bureau.
12. What regulations with respect to copy have been adopted by the Outdoor Advertising Association of America? With respect to location?
13. How does the advertiser place contracts for outdoor advertising?
14. What advantages may be claimed for outdoor advertising?
15. Show how outdoor advertising fits in with the various selling plans.
16. What effect has the automobile had on outdoor advertising?
17. In general, what is the function of outdoor advertising as a medium?

PROJECTS

1. Write the copy and prepare a layout for a 3-sheet poster display to advertise some movie that you have seen. The layout in this and other exercises on this chapter should be drawn to scale.
2. Write copy and make layout for a 24-sheet poster display to advertise Golden Guernsey Products (milk, cream, butter, cottage cheese).

3. Write copy and make layout for a standard size painted display to advertise a local flower shop.

4. Write copy and make layout for a standard size painted bulletin to be placed on the principal motor highways of your state in the interests of safe driving.

5. Recommend the best form of outdoor advertising to use in a national campaign to interest people in transportation by air. Give reasons for your choice. Then prepare copy and layout for the first advertisement.

CHAPTER XXIV

WINDOW DISPLAY AND OTHER MEDIUMS

The importance of window display in the plans of manufacturer and retailer. Price tickets in windows. Counter displays. Specialty advertising. Its functions and advantages. Book matches. Telephone directories. Transportation advertising. Advantages claimed for transportation advertising. Sampling. Commercial films. Business shows. Arguments for and against business shows. Store signs. Programs. How these mediums can be used.

ADVERTISING by window display has grown in importance year by year. Today it is being seriously studied both by retailers and by manufacturers who distribute their merchandise through retail stores. It is estimated that at least \$100,000,000 is spent annually in window and store display advertising.

The tendency to emphasize window display may be seen by observing the construction of modern store fronts. Two decades ago the idea was prevalent that the purpose of store windows was to admit light to the interior. Today most store windows admit little or no light to the interior but are constructed with backgrounds and devices to give the maximum facilities for the display of goods. The fronts of many stores are so built as to increase window space even at the expense of counter and floor space.

Almost every retailer will assert that window display is his most valuable form of advertising. Its results are traceable, because people are continually entering the store and asking for articles displayed in the windows. For this reason the retailer may underestimate the value of newspaper and other forms of advertising which are directed to a larger audience and whose purpose to build good will and prestige as well as to make direct sales should not be overlooked.

The larger stores usually employ window-display specialists, who in cooperation with the advertising manager arrange

window displays. The Window Display Advertising Association has done much in the way of research and education.



FIG. 56.—Illustration of a motion window display created by Forbes Lithograph Company. The lithographed hand, actuated by a battery-operated motion unit, swings back and forth, underlining the dominant "fresh" theme. See page 381.

Manufacturers of nationally distributed products that are adaptable to being shown in windows devote considerable attention to preparing cutouts, posters, and plans for window display.

The subject of artificial window lighting has received much study by experts of companies that sell light, power, and electrical equipment. Helpful researches have been made which show the effect of various kinds of window lighting both night and day. Similar researches have been made as to color effects. Motion window displays are considered good "traffic stoppers." An illustration of one is shown on page 380.

PRICE TICKETS IN WINDOWS

Authorities are not in entire agreement as to the advisability of including price tickets in window displays. Some of the larger chain stores require price tickets on every article in the window, while other stores, especially where the merchandise displayed is of an expensive or exclusive nature, do not attach price tickets. The two extremes may be illustrated by the five- and ten-cent stores, whose windows are usually filled with scores of items all bearing price tickets, and high-class specialty shops, which display in the windows only a few articles with no price tickets.

The window-display man aims at attracting attention, arousing interest, creating desire, and causing action. Window displays frequently tie in with local events such as football games, Red Cross drives, Community Chest campaigns, and celebrations of various kinds.

COUNTER DISPLAYS

Counter displays have the advantage of offering a message at the time when the customer is in the store ready to buy. There are many kinds of counter display, the most common being one that provides for the attaching of packages of the product or for making the product part of the display. Many times counter displays tie up with the window displays by using the same illustration and theme.

SPECIALTY ADVERTISING

A comprehensive definition of an advertising specialty is as follows:

An advertising specialty is an article, usually given without cost and always without condition of sale of other goods and with no preceding contest of any sort, always bearing the name or identifying mark of the issuing company and possessing value—intrinsic, sentimental, or otherwise—to the class of persons to whom it is presented.¹

Specialty advertising is sometimes referred to as “gift advertising,” and specialties are often called “novelties” and “souvenirs.” They may be mailed out to a list or they may be handed out by salesmen or dealers.

USES OF ADVERTISING SPECIALTIES

Printers' Ink Monthly made an exhaustive research on the subject of advertising specialties and their uses. The following functions were described: Christmas and anniversary gifts, to gain customer's good will and to strengthen customers' loyalty, to attract consumer sales, to build dealer and agent good will, to provide dealer helps, to gain jobbers' salesmen's good will, to gain children's loyalty, to increase trade-mark recognition, to demonstrate the product, to introduce new products, to sample the product, to provide product accessories, to demonstrate the quality of raw materials, to prove a salesman's talking point, to follow up salesmen's calls, to retain friends in business, to keep the name in the prospect's mind, to obtain names of prospects, to gain a hearing for salesmen, to widen distribution, to open prospects' doors, to create personal contacts, to reiterate advertising messages, to dramatize current advertising themes, to impress salesmen and distributors with the value of advertising, for convention and fair mementos, to check publication advertising, radio listeners, and direct-mail advertising, to foster pride of ownership, to identify members of organizations and those interested in special drives, to promote safety and savings, to create mass impression, to regain lost customers.¹

¹ *Printers' Ink Monthly*, September, 1939.

ADVANTAGES OF SPECIALTY ADVERTISING

Specialty advertising has the major advantage of being a good-will creator. It is a friendly offering to the man whose confidence the seller is trying to cultivate. It appeals quickly and directly.

It also has more or less permanence, as it is likely to be kept longer than publication advertising. It goes to a selected class, with little or no waste circulation. It can be used in a small or large territory, intensively or extensively.

Specialty advertising is effective if handled with discretion. It should rarely be relied upon to the exclusion of other forms of advertising. Two things are vital: first, a wise choice of the gift; and second, a wise method of distribution. As an illustration of the first requisite, it is appropriate for a soap manufacturer to give to the housewife a soap holder for the kitchen. A grocer could give her a broom holder. Manufacturers of office appliances can give away something useful on the desk. It is an added advantage if the gift can suggest the thing advertised, as an eraser shield suggests a typewriter or as Ivory soap watch charms suggest Ivory soap. Calendars and blotters are used by a large number of manufacturing and wholesale and retail concerns, in different lines. Calendars showing the past, present, and coming months on the same sheet are now the most popular. Some concerns mail out a calendar each month.

BOOK MATCHES

During the past decade, advertising by means of books of matches, a form of advertising specialty, has grown in importance. Match books, in many cases, are used by large advertisers who either give them to dealers, sometimes with the dealer's name imprinted, or buy them in large quantities to be included in packages of book matches which are sold in stores like any other merchandise. The number of match books used annually runs up into the billions. Low cost per thousand circulation, probably 25 cents or less,

and the creation of good will where the books are given away are among the advantages claimed for this medium.

There are many ways to distribute specialties. No one should buy them without a definite plan of giving them out where, when, and in what way they will do the most good. They may be mailed to a selected list, given out personally by salesmen, handed over the counter, supplied to the jobber, who apportions them to the retailer, or given to those who answer advertising.

TELEPHONE DIRECTORIES

Within the past few years, telephone directories have gained an important place among advertising mediums. It is estimated that the annual expenditure in this medium is about \$20,000,000. All important cities in the country have directories, making a total for the United States of between 2,500 and 3,000, with a combined circulation of approximately 20,000,000 copies. Soliciting for advertising in telephone directories is handled in some cases by local telephone companies and in others by selling agencies.

National advertisers can make contracts for "trade-mark service" directly with the American Telephone and Telegraph Company or through their advertising agencies, providing for the inclusion of the service in as many different directories as may be required. Where telephone companies are not members of the Bell System, local contracts must be made.

Rates for telephone advertising do not depend entirely upon circulation but are controlled in part by the character and the buying habits of the community served. Rates, therefore, in directories of approximately the same circulation may differ considerably. Directory advertising is not subject to quantity discount. Agency commission of 15 per cent is allowed only on trade-mark service purchased through a recognized agency for coverage in a number of directories.

Telephone directory trade-mark service solves in part at least the problem which a manufacturer has of letting people

What is SPOT dealer identification?



It's listing your trade mark and local outlets in the classified (yellow) pages of telephone directories. Then prospects can easily find where to buy your product or service. There is no waste circulation—you can "spot" this economical service to match your distribution. For instance:

Johnson Outboard Motors Co. uses directories only in spots near oceans, rivers, lakes.

Libbey-Owens-Ford Glass Co. uses directories in spots over 400,000 population.

CLASSIFIED TELEPHONE DIRECTORY

Outboard Motors—(Cont'd)

JOHNSON OUTBOARD MOTORS

You can **DEPEND** on Johnson Sea Horses. Highest quality materials, design, production and performance. Numerous patented features, standard equipment. Full ranges of sizes and prices.



"WHERE TO BUY THEM"

CHRIS-CRAFT BOAT SALES
INC 1212 S Michigan av CAL unet-4237
COLLINS MOTORCYCLE CO
1407 S Michigan av CAL unet-5221
Cramer's Outboard Motors
Boats Sales & Service 1500 N Wells DIV rsy-7307
CRANE SPORTING GOODS CO
7819 S Halsted RAD clif-2622
FABER BROS
3001 W Montrose av KIL der-4045

CLASSIFIED TELEPHONE DIRECTORY

Glass. (cont'd)

LIBBEY-OWENS-FORD GLASS PRODUCTS

Plate, Window, Figured & Wire Glass; Laminated Safety Glass; Vitrolite Structural Glass; Vitrolux Color Fused Tempered Plate Glass; Tuf-Flex Tempered Plate Glass; Extralite Storefront Metal



"WHERE TO BUY IT"

DISTRIBUTOR
HIRES TURNER GLASS CO
3900 E Lombard, WO He-3415
DEALERS
Art Plate Glass & Mirror Works
920 Linden av
Chicago, Ill. W 20th CA



American Telephone & Telegraph Co., Trade Mark Service Division, 195 Broadway, New York (Exchange 3-9800) or 311 West Washington St., Chicago (Official 9300)

FIG. 57.—An advertisement of American Telephone and Telegraph Company showing specimens from the classified section of a telephone directory. See page 386.

know at what store or stores in a particular city his product can be bought. For example, the General Electric Company may use a large number of general magazines to advertise its electric refrigerator. Suppose a prospective customer did not know what stores in his city handled them. He could look in the classified telephone directory under *Refrigeration-Electric* and find under the General Electric Company's one-inch advertisement a subheading, *Where to Buy It*. Under this would appear a number of dealers who carried these refrigerators. The list of dealers under this heading might or might not be a complete one. It would be complete if the manufacturer contracted to run the names of all of his dealers, but if he did not, the local telephone directory advertising solicitor would visit local dealers to induce them to pay for listings under this subhead, the expense being relatively small in each case. On page 385 is shown an advertisement of the American Telephone and Telegraph Company in which specimens of classified advertisements are reproduced.

In addition to the classified advertising there are available in telephone directories display advertising spaces on the covers and to a limited extent on the alphabetical pages. As the classified pages are used principally for reference purposes, that type of advertising is largely directional. On the alphabetical pages the advertisements are usually limited to top and bottom margins. Here, creative advertising can be used, the treatment usually providing for a small amount of copy, generally of the reminder type. Similar treatment may be used advantageously on the covers.

The life of a telephone directory advertisement coincides with the period during which the issue is in service. New directories are published at intervals, depending upon the needs of telephone service.

Besides telephone directories there are city directories published in a large number of cities, state gazetteers, buyers' guides, and other reference books in which advertisements are published.

TRANSPORTATION ADVERTISING

It is estimated that 40,000,000 passengers ride daily in urban streetcars. "Streetcars" include electric surface cars, those run on elevated and subway lines, and motorbuses, which in many cities have partially or wholly replaced trolley cars. These passengers are consumers of advertised goods and while riding leisurely have the opportunity to read the messages which advertisers place before them.

The increasing use of the automobile does not seem to have changed the proportion of streetcar riders, since many

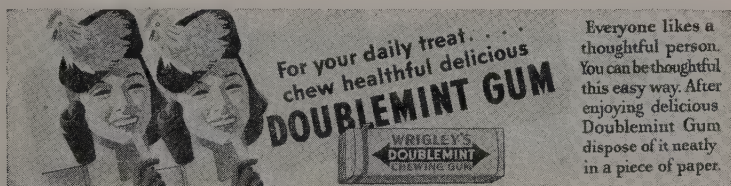


FIG. 58.—Specimen car card advertising Wrigley's chewing gum. Wrigley's is one of the largest users of this form of advertising.

people who own automobiles do not drive them to work. There are about 50,000 streetcars in the United States in 3,000 cities and towns and about one-half the population of the country is served.

When one is sitting in a streetcar with nothing to do, the eye naturally falls on the advertisements, which may be said to be miniature posters all placed in a row. Above is shown a specimen car card.

The greater part of advertising in streetcars and motorbuses is controlled by National Transitads, Inc., which purchased the interests of Barron G. Collier, Inc., and several affiliated companies. One of these is Street Railways Company, a sales organization which represents the National Transitads, Inc., as well as nearly all of the organizations not affiliated with the former Collier organization. Through the Street Railways Company, a national advertiser can purchase transportation advertising in approximately 4,000

cities and towns and can have his cards in every car and bus throughout the nation within about a week.

It is possible to buy full, half, or quarter runs—*i.e.*, cards in all, one-half, or one-quarter of the cars in a given city. Rates for car cards average about 90 cents per card per month and it is estimated that about \$50,000 a month would cover all the cars in the United States.

Standard cards are 11 by 21 inches or 11 by 42 inches, the same sizes being used all over the country in streetcars and motorbuses. No particular position is sold. The man who places the cards in the cars endeavors to alternate light and dark cards so as to give variety. In most cities there are special spaces and hangers as well as dashboard posters for which special rates are determined.

Standard Rate & Data Service publishes a section giving rates and other data for various cities. In Des Moines, Iowa, for example, the population of the city is 142,559, and the "circulation" of car cards is given as 2,139,067 (average monthly rides). In that city 200 cards are required for full service. Rates are given as follows:

General Advertising	1-2 Months	3-5 Months	6-11 Months	12 Months
Standard space (11 by 21 inches)				
Full service.....	\$141.15	\$134.10	\$127.05	\$120.00
Half service.....	77.65	73.75	69.90	66.00
Quarter service.....	40.55	38.55	36.50	34.50
Double space (11 by 42 inches)				
Full service.....	282.30	268.20	254.10	240.00
Half service.....	141.15	134.10	127.05	120.00
Quarter service.....	77.65	73.75	69.90	66.00

Barron G. Collier, Inc., makes the following claims for transportation advertising:

1. *Persons Reached*.—All readers of every other medium and those who cannot or do not read other mediums.

2. *Frequency of Impressions*.—Ninety per cent of car and bus riders travel the same route daily, and the majority ride from two to four times a day.

3. *Universality of Audience*.—Public transportation systems carry the masses and classes. Over 80 per cent of all auto owners ride an average of 32 times a month.

4. *Local Circulation*.—Retail and service organizations, doing chiefly a local business, may confine their messages to their own community, or in the largest cities, to certain districts.

5. *Prominence of Display*.—The average streetcar carries only about 30 cards, buses 24. A car card is not crowded among hundreds or thousands of other advertisements.

6. *Equal Display Opportunity*.—Car cards are of uniform size, 11 by 21 inches and 11 by 42 inches. All have the same opportunity for using color.

7. *Pictorial Appeal*.—Opportunity exists in car cards for employing the best artwork obtainable. Pictures speak all languages.

8. *Diversity of Texts*.—An advertiser can run any number of texts at the same time in different cars and buses. Riders can get a series of messages quickly.

9. *Time Spent by Riders*.—The average car or bus rider, remaining on the vehicle about 20 minutes each trip and riding twice daily, will in one year spend 30 working days of eight hours riding in the cars and buses.

10. *Timeliness*.—A card is before the homemaker on the way to shop, the depositor on the way to the bank. It reaches the reader at the psychological moment.

It is further stated that the services of the copy department are available to advertisers at no added cost above the space cost and that artwork, engraving, and printing are billed at actual cost. It is claimed that the space cost is less than five cents per thousand readers. Standard Rate & Data Service includes under transportation advertising railroad and dining-car menus and meal checks.

It is estimated that the annual expenditure for transportation advertising is about \$20,000,000.

SAMPLING

Sampling is used by manufacturers of products that lend themselves to it, the estimated annual expenditure being \$25,000,000. There are many ways of sampling, including the mails, through the retailer, through newspaper coupons which the reader may take to the store, through magazine coupons which the reader mails in, through crews who go from house to house, and at fairs and exhibitions.

Sampling is done for new and for established articles. One of the commonest methods of sampling is through demonstrators in stores. They frequently show how food-stuffs are prepared and give out samples of the finished product. They may also deliver a lecture or talk upon the product. Sometimes crews are sent out to leave a sample of the product in the doorway of every house. Samples of shaving cream, tooth paste, chewing gum, and similar products may be handed out by girls stationed at busy corners in the shopping centers. Sometimes these girls are costumed in a special way as an added means of advertising the product. Selling plans of some articles call for crews to go from house to house to show the article and how it works. Vacuum cleaners, washing machines, and electrical devices for the house are sometimes advertised in this way.

COMMERCIAL FILMS

One of the special reports made by the magazine *Business Week* is entitled "Camera! Action! Sales!" Its purpose is to inform executives about the use of commercial films as an advertising medium. Films are classified as to purpose into (a) straight advertising pictures, the commonest type of which is the so-called "minute movie," from 90 to 100 feet long; (b) the institutional picture, which has no direct selling message but which is a good-will builder; (c) the training picture intended to instruct salesmen, dealers, new workers, and others in the production and selling organization.

General Screen Advertising, Inc., and Screen Broadcasts, Inc., are associations of film producers and local distributors

who control advertising rights and can book national coverage. The advertiser, however, can show his film in one or two markets at a time and can make a local tie-up by affixing dealer signatures at the close of the film. General Screen Advertising, Inc., claims to be able to deliver a circulation of 35,000,000 a week through more than 8,000 theaters in 6,000 communities. Screen Broadcasts, Inc., offers the same circulation. Both organizations charge the same rates. For a film 50 to 60 feet long the rate per thousand average weekly attendance is \$2.50 with a minimum theater week of \$2.50; for 60 to 90 feet, \$3.00, with a minimum week of \$6.00; for 61 to 90 feet, \$3.75, with a minimum week of \$7.50.

Not more than 50 per cent of the movie houses accept advertising films, and critics say that those that do are likely to be neighborhood theaters or theaters located in small towns. It is obvious that this medium cannot be used extensively, since opposition would be caused among people who pay admission to movies for the purpose of being entertained and not to be advertised to.

Straight advertising films do not depend on theaters alone, however, as they are used in dealers' salesrooms or in other places before audiences of prospects.

Institutional pictures may be shown before clubs, schools, fraternal orders, Y.M.C.A.'s, and other groups. A distributing organization, Modern Talking Picture Service, offers a wide distribution for this kind of picture. It lists five types of audiences—theaters, schools, clubs, specially invited audiences, and the advertisers' own organizations. Another distributing service is the Motion Pictures Bureau of the Y.M.C.A., which has on its lists 25,000 nontheatrical exhibitors.

Business Week research says that commercial films cost all the way from a few hundred dollars to \$250,000, but the prices generally quoted by producers are from \$500 to \$2,500. Slide films which are not movies come as low as \$50. Sound films cost from \$1,000 to \$3,000.

BUSINESS SHOWS

There are several types of exhibitions at which advertisers may be invited to display and demonstrate their products. One type is the show promoted principally for advertising and display purposes; as, for instance, office appliance, food, and automobile shows. While there may be entertainment features connected with such shows, these are relatively unimportant; the show is primarily for sales promotional purposes. Another type of show is that held in connection with conventions of businessmen or educators, at which manufacturers may be given opportunity to display their wares.

World, state, and county fairs are held for both commercial and educational reasons. In 1939 and 1940 there were two World's Fairs, one in New York City and the other in Los Angeles, Calif. Advertisers spent millions of dollars at these exhibitions, many of them erecting their own buildings. Some of these advertisers found it necessary to cut down their publication and other advertising to take care of these unusual expenditures. Worthy of note was the exhibition of General Motors at the New York World's Fair, a display which was seen by millions of people who thought it worth while to stand in line from one to three hours waiting for admission to the General Motors building. Ford, Chrysler, General Electric, Standard Brands, Westinghouse, and many other advertisers made large expenditures for the New York exhibition.

ARGUMENTS FOR AND AGAINST

There is a considerable difference of opinion among businessmen as to the advertising value of exhibiting. It is usually difficult to trace direct results and impossible to estimate the general publicity value, although both may be realized.

We may summarize the arguments in favor of shows as follows:

1. They give the prospect opportunity to see the product.
2. They bring buyers to the booths where the salesmen can talk to them.
3. They impress prospects with the importance of the industry.
4. They bring manufacturers and salesmen in the same line together and promote acquaintance and cooperation.
5. They give competitors opportunity to size up each other's goods, tending to stimulate progress throughout the entire industry.

On the other side of the question, it is claimed:

1. Shows reach comparatively very few people. Even though there is an attendance of 100,000 or 200,000, that is nothing compared with a campaign in newspapers and magazines where millions are reached.
2. The psychology is wrong. People attend such shows for entertainment or to collect souvenirs. The blare of bands, the noise of machinery, the crowds are not conducive to buying, selling, or thinking.
3. Proper sales effort will reach business buyers in the store, or office, the right place in which to do business.
4. Shows are usually held no oftener than once a year. This prevents any cumulative result from repeated advertising.
5. Shows distract the attention of the selling force from their regular duties.
6. The exhibition hall is a poor place to distribute advertising because so much of it is offered that the visitor will not take it home.
7. A purchasing agent or business buyer who depends upon shows to keep posted and up to date is in a bad way.

8. As a social event, a good time, or a week of relaxation, the show may succeed; as a business proposition it does not pay.

In deciding whether to exhibit, the manufacturer must carefully consider all phases of the question. If in his case there seem to be more and weightier reasons on one side than on the other, he will decide as good judgment dictates.

If he decides to exhibit, not only should the exhibit be carefully prepared, but the manufacturer should consider what he can do toward interesting prospects to call at the booth. This work may take the form of special invitations mailed out in advance containing tickets if an admission is charged, or it may mean personal invitations of salesmen or invitations to buyers whose presence they may desire.

STORE SIGNS

Signs displayed inside the store form an important link in the advertising chain. They are the last advertising seen by the buyer before he makes the purchase. A store sign has reminded many a customer of something needed and it has even changed his mind, causing the purchase of a brand other than that originally intended. Store signs are made of glass, metal, celluloid, decalcomania, wood. Allied to them are counter racks and holders.

Small metal signs are still used by some advertisers for tacking on old buildings, fences, and trees, especially in rural sections. Some of them are lithographed in colors.

PROGRAMS

Programs are published for both the legitimate and the motion-picture theaters. When people read them they are usually out for an evening's enjoyment and are in a spending mood. Luxuries may be advertised in them with good results. Under the head of programs must be mentioned a large number of programs of athletic events, church fairs, charitable entertainments, and other happenings. Such programs are usually an excuse to get businessmen to donate.

If advertisers are persuaded that the cause is worthy and wish to donate, the cost should usually be charged to donations and not to advertising.

The reason why such programs are usually not worth the money charged is that their circulation is small and they have no continuity of publication. Compared with newspaper advertising, for instance, the advertising in such programs usually costs ten times as much per thousand circulation. A man who buys advertising space is constantly amazed at the ingenious schemes for getting money under the guise of advertising. The technique varies but the purpose is the same.

HOW THESE MEDIUMS CAN BE USED

Referring to the selling plans in Chap. V, we shall now consider what plans the mediums in this chapter can best fit in with.

1. Articles sold generally through stores. For all these, specialties, store signs, streetcars, programs, directories, sampling, window display, motion pictures, and exhibits may be used. In case of bulky articles, sampling would be impracticable.

2. Articles like automobiles and pianos, sold to a smaller proportion of people. Specialties, store signs, streetcars, programs, directories, window displays, motion pictures, and shows are used.

3. Articles sold to businessmen. All kinds, except sampling, can be used. Placing on trial is, however, a form of sampling.

4. Articles sold to a particular class, like farmers. All kinds, except sampling, and in certain instances, sampling and trial may be used.

5. Articles sold from house to house. Specialties, samples, and shows may be used. In case the company has grown to sufficient size to be permanent and to have a wide distribu-

tion, the other kinds of advertising mentioned in this chapter except store signs and window displays may be used.

6. Under the mail-order system of selling, it is probable that none of these forms of advertising will be used except samples, which may be mailed out when it is possible to mail them. The other forms of this kind of medium do not afford space enough for the type of copy that must be used in mail-order advertising.

7. Products sold to manufacturers. Specialties, directories, sampling, motion pictures, and shows are practicable in some cases.

SELF-TEST QUESTIONS

1. How important is window display advertising?
2. Should price tickets be shown upon merchandise displayed in windows?
3. What are the purposes of counter displays?
4. What is specialty advertising? What are its principal functions? Its advantages?
5. How are book matches used as an advertising medium?
6. Explain the use of telephone directories as a medium.
7. What is "transportation advertising"? What advantages are claimed for it?
8. How and to what extent is sampling used for advertising purposes?
9. Explain the use of commercial films as an advertising medium.
10. What are the arguments for and against business shows?
11. What is claimed in behalf of store signs?
12. Of what value are theater and other programs as mediums?
13. Show which of the forms of advertising discussed in this chapter are suitable for use with each of the seven selling plans.

PROJECTS

1. In this project you are asked to go on a "window shopping" tour of two or three blocks in the heart of the retail shopping

section of the city or town where you are. Study the stores on both sides of the street. If you were asked to award a prize on behalf of the Chamber of Commerce to the store that had made the most effective use of its window display space, to which store would you give it? Write a description of the display you like the best, and show why you consider it the prize-winning window display of the week.

2. For the week during which you have studied this chapter on supplementary mediums, some advertiser has spent \$15,000 for the privilege of putting his advertising message on the back cover of *The Saturday Evening Post*. Assuming that this advertiser has ample funds for other forms of advertising if you can show him some other forms that will bring results, work out a plan for his consideration, recommending such forms of supplementary mediums as you think he should use. Make your recommendations specific and convincing.

PART V

THE OPERATING SIDE OF ADVERTISING

CHAPTER XXV

ADVERTISING AGENCIES

Peculiar relation between the agency, the client, and the publisher. How agencies arose. Method of compensation. Organization of agencies. Types of agencies. Service of agencies. Writing the copy. The mechanical department. Production costs. "Syndicated advertising." Merchandising the advertising. Competing accounts.

PRACTICALLY all of the largest advertisers employ one or more¹ advertising agencies to make investigations, prepare copy, recommend and make contracts with mediums. The triangular relation between the agency, the client or advertiser, and the medium is a peculiar one; nothing like it exists elsewhere in the business or professional world. The agency is employed by the advertiser, but is paid on a percentage basis by the publications, radio stations, and most other mediums used.

To understand how this peculiar system arose, we must go back to the early days of advertising shortly before the Civil War. In those days the agency contracted for space in publications at a certain bulk price, then sold it to manufacturers who had something to advertise. The profit of the agency was the difference between the price at which they bought space from the publications and the price at which they sold it to the advertiser. Later the agencies acted as selling brokers of space on a commission.

So far, the relations of the three parties concerned were logical and according to common business practice. There began to develop, however, a demand for assistance in preparing advertisements. The manufacturer usually was not

¹ The employment of more than one advertising agency by the same corporation is not common. It is done occasionally, however, by a few of the largest advertisers who manufacture more than one product and who believe that their best interests are served by diversifying their agency service.

an advertising man nor did he have in his employ any one who was. The agency man saw this need and naturally offered to prepare the advertising for those to whom he sold space. His relation here to his customer was similar to that of the present-day newspaper solicitor who helps the retailer, to whom he sells space, prepare his advertising.

The next step in the evolution was for the agency to enter the employ of the advertiser rather than of the publication with space to sell. This is what actually happened. But, strange to say, while the agency is employed by the advertiser, it continues to receive its pay from the publication. The agency no longer represents any particular publication but receives from each a commission on the amount of business it places with that medium. Nor can the advertiser buy space in the publication any cheaper by eliminating the agency.

METHOD OF COMPENSATION

For example, suppose the rate of Magazine A is \$1,000 a page. That is the rate to the advertiser and he cannot get the space for any less. The agency, however, which places the advertising in Magazine A is paid a 15 per cent commission, so that while the agency bills the advertiser for the full \$1,000, it pays Magazine A \$1,000, less 15 per cent, or \$850, keeping \$150 for its commission on the transaction.

Hundreds of millions of dollars each year are expended under this system, and while there has been some talk of changing the system very few agencies have changed.

The ideal method, of course, would be for the agency to stand in the same relation to the advertiser as does the lawyer to his client, charging him a fee commensurate with the service rendered. The agency would then have nothing to do with the payment of bills for space and the advertiser would pay the net rate direct to the publication.

But as pointed out previously, business is a growth and not an ideal system planned out in advance. Agencies began by getting their pay from publications and the system

has continued to the present time. The leading magazines and newspapers could force the change if they deemed it wise, but they are of the opinion that the interests of advertising are best served by letting the system remain as it is.

It is claimed that if the publications should force a change, great harm might be done—that in the first place but few advertisers are educated to a point where they would be willing to pay their agencies a fee large enough to ensure adequate service. For instance, if an agency handles an annual appropriation of \$500,000 its present commission paid by the publications is \$75,000. An advertiser would hesitate to pay such a large service fee and we should have agencies cutting prices and bidding against one another for the business, which, the publications believe, would result in poor advertising.

A peculiar condition exists among newspapers regarding rates. They frankly charge the national or general advertiser higher rates than they charge the local retailer and the increase is partly for the purpose of paying the agency's commission.

ORGANIZATION OF AGENCIES

In order to outline the work of an agency, let us consider some essential facts connected with its organization. An agency in order to secure a standing must be recognized by the publishers' associations. Formal recognition is given after investigation as to the character and financial responsibility of the men who have organized the agency. Having secured this recognition, the agency can place advertising with the publications and secure the regular commissions.

The agencies themselves are organized, practically all of the largest of them being members of the American Association of Advertising Agencies, popularly known as the "Four A's," on the list of membership of which are 121 advertising agencies, operating in addition to their main offices 101 branch offices in the United States and 34 in foreign countries. The purpose of this organization is to

maintain a code of ethics governing the business practices of its members. The agency must have no financial interest in any publishing, printing, engraving, or other business with which it deals in the interest of its clients. It must establish the character and ability of its owners, who must be active executives. No agency is admitted that handles business for its clients at less than established rates or which does not receive the standard trade commission of 15 per cent without any rebating. The client must pay the cost of all artwork, engraving, setting of type, and other expenses connected with the mechanical part of production. The association has declared against the practice of speculative preparation of plans, copy, and artwork in the solicitation of business, as well as against the hiring of a man from another agency because of his control of a particular client, and has set a high standard of practice for its members.

TYPES OF AGENCIES

There are two principal types of agencies—those that are departmentalized and those that work under the group system. In the former type the finished advertisement results from the work of the various departments—research, copy, art, space buying, production—while in the group system a number of accounts are assigned to various groups within the agency. The latter type may be likened to a number of small agencies. The group system is usually found in the larger agencies. Some agencies operate upon a plan which is a combination of the two methods. Even in agencies operating upon the group plan, only the creative functions, such as contact, copy writing, and artwork, may be said to come under the group system, while the strictly routine work, such as billing, accounting, estimating, mechanical production of cuts, is departmental.

The question of whether or not an advertising agency should concern itself with working out plans for selling its clients' products as well as advertising them is answered in different ways by different agencies. Some agencies have

expert merchandising talent and recommend complete merchandising plans, while others hold that their function is to recommend plans for advertising only. Many of the larger agencies do render a distinct service to advertisers through their merchandising departments. It may be said that agencies which do not stress their merchandising departments, nevertheless keep in close touch with their clients' selling organizations and plans so as to make their advertising recommendations as effective as possible.

SERVICE OF AGENCIES

The service which agencies render their clients varies greatly according to size, personnel, and experience. In size they range all the way from those that handle half a dozen accounts, as business clients are called, to those that handle as many as 500. In deciding the question of a large or small agency, the advertiser must choose between the argument put forward by the small-agency man that by virtue of specializing upon a few accounts more attention can be given to each one and the argument of the large-agency man that the size of the business they do enables them to hire the most skilled and high salaried men in all lines. There is considerable changing of accounts from one agency to another, as contracts between advertisers and agencies are usually made cancelable upon short notice.

In order to understand how an agency operates we shall assume that it has just secured the account of a manufacturer who may never have done national advertising or who is dissatisfied with the agency he has been with and wishes to change. The decision to employ the agency is the result of conferences between the advertising manager and other executives of the advertiser and the solicitor and, later, other executives of the agency. It is the usual practice of the agency to assign the new account to a man whose duty it shall be to come in contact with the advertising manager and other representatives of the manufac-

turer. He is usually called the "contact" man or "account executive."

The first thing to be done is to decide upon what sort of preliminary investigation is to be made of the product, the market, and the channels of trade. After conferences a decision is reached as to the information that is necessary as a basis upon which to build the advertising campaign. This same information will also be of great help to the sales department in deciding upon sales policies and methods.

The investigation will usually resemble the outline suggested in Chap. IV. The agency will inform itself about the product before attempting the investigation of the market.

Having decided upon the information desired, the agency will take whatever steps are necessary to secure the information. Such an investigation may involve hundreds or even thousands of personal calls, or the sending out of many questionnaires throughout the country. To make such calls the larger agencies have a corps of trained reporters while other agencies have correspondents in cities upon whom they can call to secure the information. Agencies frequently employ research organizations for investigation. The investigators visit the consumer, the dealer, the wholesaler, and the manufacturer's own salesmen, branch managers, and others inside the organization as well as outside. In the securing of information the agency will also call upon its own research and statistical department, which maintains all sorts of data collected from every available source bearing upon the production, distribution, and consumption of products.

The investigation may extend over a month, six months, or a year. After it is finished, the information received as a result of the calls is tabulated, charted, and analyzed. As a result of the information the advertising campaign shapes itself. The agency has found out what are the strong points and what are the weak ones, what arguments sell the goods, what kind of goods the public wants, the attitude of the wholesaler and retailer, and the attitude of

the public. It has discovered in which parts of the country the product is selling well and where it will not sell. It has discovered mistakes in policy and selling methods. It has also found out many facts about competing articles.

The agency then calls in men of its own organization to consider the results of the investigation. The number and personnel of these men vary in different agencies. In this conference group may be some man or men who have had experience in a similar line. It will probably include the head of the agency. This group of men will first decide what kind of campaign the manufacturer needs. He may need to familiarize the public with his product or his trade-mark; he may need to increase sales where he already has distribution; he may need more dealers (a greater distribution); he may need to influence his dealers and salesmen; or he may need to create an atmosphere of high class around the product. What his needs are should be brought to light by the investigation and analysis.

WRITING THE COPY

Having decided what the aim or purpose of the campaign is to be, the copy department is then charged with the duty of preparing the copy along the lines decided upon. Here the practice differs. In some agencies the contact man writes the copy for the particular clients that are in his charge. In other agencies copy writers do all the writing, conferring with the contact men.

All the time the contact men and others of the agency have kept in close touch with the advertising manager and executives of the client, availing themselves of all the information and experience of the executives.

Whoever writes the copy faces the question of illustration. Some agencies employ artists while others "farm out" the work. The latter method is becoming more popular because it enables an agency to go to the artist that specializes upon some particular form of art. Conferring with the copy writer and artist is the art visualizer, who

can interpret sales messages in terms of pictures, who can draw sketches and then turn them over to the artists who specialize on that particular form of art.

The copy writer and artist must confer with the mediums department before they can go ahead with their work, because both copy and illustration must be fitted to the mediums in which they are to appear. The mediums department of an agency must be thoroughly familiar with all publications and must have on file data about circulation, class of readers, distribution of circulation, A. B. C. reports, rates, and all the information it is possible to get bearing upon the desirability of publications as advertising mediums.

When the mediums have been selected in accordance with the purpose of the campaign and the amount of money available, the copy for the first advertisements and sometimes for the entire campaign is written. The agency representatives then take the entire plan, the copy, and the sketches to the client and they are carefully reviewed. Changes are suggested if thought wise and finally the campaign is approved.

THE MECHANICAL DEPARTMENT

The agency is now ready to turn the plan over to the mechanical, or production, department for completion. Expert layout men make the layouts and men experienced in typography decide upon the type and other details of the setup. The artist completes his drawings, cuts are made, and the entire advertisement is set up and electrotyped so that the magazines or newspapers receive a complete electrotype of each advertisement. In some cases matrices are made instead of electrotypes.

The agency has now completed its work until after the advertisements are published, when it must check the publications to see if all conditions have been complied with. Then the client is billed with the rates of the publication, usually being allowed a small cash discount. The client pays the bill to the agency, the agency in turn paying the publication and retaining its own commission. Many



... the success of the catch depends on the sale

Man has made improvements, but he has invented no new means of catching salmon... Just as the Gauls and Celts of ancient Europe took salmon from the Rhine and the Shannon... as the fishermen before the time of Christ spread their seines and gill nets on Galilee... so, today, the salmon fisherman reaps his harvest.

—BUT THE MARKETING OF SALMON IS ANOTHER STORY...

FACED, for years, with annual surpluses... burdened with costly warehouse charges... forced into cut-price emergency sales which restricted profits and reduced product prestige, the Canned Salmon Industry, in 1935, took measures to stabilize their market.

Canners, whose pack represented over 90% of the U. S. A. total, joined the move-

ment... assessed themselves to assure promotional and advertising funds.

RESULTS: After four years, "carry-over" stock has shown an average decline of 7½% while, at the same time, the pack of salmon has increased, on the average, over 13%... total domestic sales, over 17%.

No longer a victim of backbreaking

annual surpluses, the Canned Salmon Industry, without ruinous price-cutting, has been able to undertake extensive promotional efforts during the profitable Lenten season... to extend the consumption of this fine, wholesome food throughout the entire year... to establish a well-deserved place for salmon on the American menu.

Today, the industry's advertising sells salmon—not price!

Since the inception of this plan, the J. Walter Thompson Company has had the pleasure of collaborating with the Canned Salmon Industry.

We would appreciate an opportunity to discuss with you our facilities and services in relation to your business. For your convenience we suggest that you communicate with our nearest office, listed below.

J. Walter Thompson Company

NEW YORK	CHICAGO	ST. LOUIS	SAN FRANCISCO	HOLLYWOOD	SEATTLE
MONTREAL	TORONTO	LONDON	PARIS	ANTWERP	SÃO PAULO
BUENOS AIRES	RIO DE JANEIRO	CAPE TOWN	JOHANNESBURG	BOMBAY	CALCUTTA
SYDNEY	MELBOURNE	LATIN-AMERICAN AND FAR EASTERN DIVISION			

FIG. 59.—An advertising agency advertises itself. See page 410.

agencies have added radio departments to their facilities. The broadcasting companies allow the same commission to agencies—15 per cent—as the publications. An advertisement of an advertising agency will be found on page 409.

PRODUCTION COSTS

The cost of space in publications is not the only expense the advertiser must bear. All production costs, including artwork, photography, drawings, original engravings and electrotypes, typesetting, and other mechanical expenses, are charged by the agency to the advertiser, usually plus a 15 per cent service fee. This cost of production varies considerably. The Association of National Advertisers, Inc., made a study¹ of space production costs. This showed that in the general advertising field space production costs were usually under 5 per cent. Typical figures are: automobiles, 3.8 per cent; drugs, 3 per cent; clothing, 6.7 per cent; electrical equipment, 4.3 per cent; radio equipment and supplies, 3.6 per cent; grocery products, 4.7 per cent; shoes, 5.7 per cent. In the industrial field the percentages of production costs are higher in proportion than in the general field, as the following figures will show: building and construction materials, 11.1 per cent; chemicals and allied products, 8.1 per cent; iron and steel and their products, 7 per cent; machinery and supplies (not including automotive equipment), 6.6 per cent; machine tools, 3 per cent; paper and paper products, 2.5 per cent; textiles, 10 per cent.

As a rule, the larger the appropriation, the lower the proportionate production cost. The reason for this is obvious. If a number of magazines are used, the same advertisement is usually published in all of them. There may have to be alterations because of different sizes, yet the same artwork and many of the same cuts can be used. Moreover, if a page costs \$8,000 to \$10,000, the proportionate cost of producing the advertisement is much lower than where, for instance, trade journals are used whose

¹ "An Analysis of 285 National Advertising Budgets, 1932 to 1933."

advertising rates may be \$100 to \$200 per page. Industrial advertising, therefore, will show a greater proportionate cost for production.

“SYNDICATED ADVERTISING”

Where an advertiser uses several magazines appearing in the same month or week, the usual practice of agencies is to run the same advertisement, altered to fit the various sizes of type pages, in all the magazines. There has been considerable criticism of this policy on the ground that among magazines there is a great deal of duplication in circulation and that readers will not read the same advertisement twice. It is claimed by some that it would be better to prepare a different advertisement for each publication in spite of the added production costs. On the other side it is claimed that repetition through duplication of circulation is not an evil and that it would not be worth the added expense to prepare a different advertisement for every publication.

MERCHANDISING THE ADVERTISING

In addition to preparing the publication advertising, the agency helps its client to merchandise its advertising campaign. This has come to be regarded as one of the most important parts of the entire service. Portfolios of the advertisements with the mediums in which they are to appear are prepared and shown or sent to salesmen and dealers to impress upon them the fact that a campaign is being carried on with the purpose of helping them to sell more goods. Agency men often attend meetings of salesmen and give them further explanation of the extent and purpose of the campaign. They prepare statistics and charts showing the number of people reached by the advertising. They may also assist in preparing literature for a direct-mail campaign, booklets, and other direct advertising, window displays for dealers, store signs, and counter displays, and other helps according to the particular needs of the client.

COMPETING ACCOUNTS

It is not considered ethical for an agency to accept competing accounts. A high-priced and a low-priced passenger automobile and an automobile truck account would not, however, be considered as competing.

An advertising manager's duties in no way conflict with the function of the agency. He considers the agency as one of the tools with which he works. He is the point of contact between the manufacturer and the agency, with which he works in hearty cooperation for the good of the business.

Some trade journals and other kinds of mediums do not allow a commission to agencies. If these mediums are recommended by the agencies, the manufacturer usually pays the agency commission direct to the agency or depends upon his own advertising department to conduct such advertising.

The agencies discussed above do for the most part national advertising. In the larger cities are local agency men who write retail copy and who are paid a service fee by the retailers. Newspapers do not as a rule allow them a commission. There are also agencies which specialize upon direct advertising, being paid directly by their clients.

There is more or less specialization among agencies doing a general advertising business. Some specialize upon mail-order advertising, others on farm-paper advertising, still others on college papers. There are agencies specializing on outdoor and streetcar advertising.

Printers' Ink consulted a number of the larger agencies with respect to the services offered to clients. The result of this survey will be found on page 507, Appendix.

Agencies that prepare and place advertising for clients should not be confused with concerns located in the larger cities which act as selling representatives for newspapers. There are a large number of these concerns, which employ salesmen to solicit from advertisers and agencies national

advertising for the newspapers they represent, each one acting for a group of papers which are thereby saved the expense of sending individual salesmen all over the country to call upon advertisers. They are usually called publishers' representatives.

It will be seen that the advertising business is well organized and that no one can hope to succeed in any of its branches without continual study and hard work.

SELF-TEST QUESTIONS

1. Explain the relation in which the advertising agency stands with reference to the advertiser and the medium.
2. How did this system come about?
3. Explain the operation of the system by means of a practical illustration.
4. Why do not the publications change the system?
5. What is meant by the term, "a recognized agency"?
6. What requirements must an agency meet before it can belong to the American Association of Advertising Agencies?
7. What are the two principal types of agencies?
8. What items besides the charge for space enter into the cost of advertising?
9. What is the chief argument in favor of the small agency? In favor of the large one?
10. Explain the agency's method or procedure in handling an account.
11. How does the agency secure the necessary information about the market?
12. How does the agency handle the artwork on a campaign?
13. What is an art visualizer?
14. What must the agency know about mediums?
15. What is the work of the mechanical department of the agency?
16. Why are production costs proportionately lower when the appropriation is large, than when it is small?
17. What is "syndicated advertising"?

18. What argument is there against it? For it?
19. How does the agency help the advertiser to sell the campaign?
20. What is the attitude of the agencies regarding competing accounts?
21. Why does the manufacturer who employs an agency need an advertising manager?
22. What other kinds of agencies are there besides those that handle national advertising?

PROJECTS

1. (a) If Campbell's soup used the page opposite "Post Scripts" in *The Saturday Evening Post* each week for a year and ran no bleed pages, what would the agency commission be on the Campbell account in the *Post* alone for the year? (b) If the agency regularly passed back to Campbell's soup a prompt-payment discount of two per cent of the net cost of the Campbell space to the agency, what did their space in the *Post* cost Campbell's soup for the entire year?
2. Find the total of the agency commissions on all the four-color advertisements in the current issue of the *Post*. (See rates on pp. 297-298 of your text.)
3. Practically all the advertisements in *The Saturday Evening Post* are placed by advertising agencies. The current issue and every issue contain advertisements prepared by a large number of different agencies. The same agency may place more than one advertisement in the *Post* for noncompeting companies. Try to find in the current issue two advertisements that you believe were placed by the same agency. Give reasons why you think so.

CHAPTER XXVI

SELECTION OF MEDIUMS

Necessity of choosing from a large number of mediums. "Space buyers." Presentations for specific campaigns. Curtis Publishing Company promotion. *Cosmopolitan* and *Good Housekeeping* promotions. *Redbook* research. Promotions of newspapers. Who does the buying? Selection for a portable typewriter. Activities of solicitors. The problem of every advertiser.

THEORETICALLY every magazine, every newspaper, every piece of direct mail, every poster panel, every broadcast program has advertising potentialities. No corporation, however, can afford to use all the mediums offered. Consequently it is necessary to apportion the advertising appropriation where it will do the most good.

The advertising effectiveness of a periodical depends upon the circulation and the methods used to secure it; upon the quality of the circulation—*i.e.*, the purchasing power of its readers; upon the rates, the editorial policies, the confidence it enjoys among its readers, the physical make-up and appearance, the amount of the various kinds of advertising it contains; and upon other factors.

In considering radio advertising, the problem is somewhat different, although there are many points of similarity. The "circulation" of radio is the number of listeners. The interest aroused by the programs depends upon the character and skill of the artists. The circulation of radio is never constant and no broadcasting station can give a guarantee of circulation as can the periodical publisher.

Selection of mediums for large corporations is almost always done by advertising agencies, subject, of course, to the final approval or disapproval of the corporation's executives.

“SPACE BUYERS”

Agencies have mediums departments at the head of which are “space buyers.” The name is not sufficiently comprehensive; the “space buyer” is really a medium selector. He interviews solicitors from the various mediums, a task which is continuous and onerous. In selecting mediums for a particular client he must be familiar with the client’s problems. He must also keep in touch with the other agency executives. In the larger agencies there may be several space buyers—one specializing on magazines, another on newspapers, another on radio, and so forth.

Certain data about mediums are available to everyone interested. Publications like Standard Rate & Data Service and the newspaper directory of N. W. Ayer and Son give information about publications. The space buyer also consults reports of the Audit Bureau of Circulations, popularly known as the A.B.C. The A.B.C. is supported by newspapers, magazines, and some large advertisers and is depended upon by advertisers for true statements of circulation and other data. There are other services which check advertising volume and make studies of mediums. Publications read by advertising men are filled with advertisements of various mediums. Space buyers can also learn much from data furnished by publishers about their own mediums. On page 314 is an advertisement of the *New York Times*.

PRESENTATIONS FOR SPECIFIC CAMPAIGNS

Of great help to space buyers, many times, are presentations prepared by advertising departments of magazines and newspapers, showing how their particular publications would fit in with a specific campaign which an advertiser has in mind. Such presentations may show how the circulation of a medium parallels the distributing facilities of the advertiser, how the readers are of financial strength to afford the product in question, how the rates make the medium economical, how other advertisers in the same or other fields

have used the medium with good results. Such presentations are frequently accompanied by a field or desk survey in which facts are brought out showing why the medium should be used.

CURTIS PUBLISHING COMPANY PROMOTION

The Curtis Publishing Company issued a handbook for salesmen showing how its magazines, *The Saturday Evening Post*, the *Ladies' Home Journal*, and the *Country Gentleman*, aid salesmen in bringing consumers, dealers, and products into close contact with one another. It is said that "this handbook aims to show that full utilization of the power of advertising results in increased sales." It is stated that the three magazines reach better than average families or dealers in large cities, towns, villages, and rural sections. The local influence of magazine advertising is stressed. The book points out that "while most dealers realize the importance of magazine advertising, some do not recognize its direct influence on the purchases of their customers." The subject is approached by first selecting a sample city—Chicago, Ill. Reference is made to the Consumer Purchase Survey released by the Department of Labor and the Department of Agriculture, covering 282,000 families in all parts of the country. In Chicago, consumer expenditures were analyzed by income groups. "The figures definitely establish," says the handbook, "that the upper half of the families purchase 70.3 per cent of all the goods and a higher percentage of those items which tend to establish the so-called American way of living."

The Curtis Publishing Company made a detailed study of Chicago on the basis of income, rentals, and buying habits to determine where the upper half or buying families lived. In the better sections it was found that 71 per cent of chain grocery stores are located. The great majority of sales of new cars and electric refrigerators also took place in these sections. The handbook brought out the fact that the *Post* and the *Journal* are handled by local newsdealers, druggists, and other merchants and are delivered by Chicago postmen.

It was found that the magazines as a rule are read most by those who live in the better sections.

It is claimed that the editorial matter in the Curtis publications appeals primarily to people who have money to buy and intelligence to retain an advertising message, the same people who give dealers the bulk of their sales. It is also claimed that each number of the *Post* and the *Journal* is read by four persons.

Because of the fact that the same people do not necessarily buy copies each week, an analysis was made of the turnover in readership. A study of 13 consecutive issues of the *Post* showed a change of readership amounting to 50 per cent of the families that read the first of the 13 issues. Thus the continuous advertiser reaches more people than the actual circulation would indicate. If a dealer identifies his store with a product through his own advertising and his window displays, he cashes in on the selling job which the magazine has done with these people.

The city of Evanston, Ill., was studied as typical of many cities. It received 5,396 copies of the *Post* and 4,972 of the *Journal*, a total of 10,368. The city has 11,694 native white families, and there are 10,188 income tax returns. Dealers in the smaller towns like Watseka, Ill., it is claimed, receive benefit also from the *Country Gentleman*, because much of the trade of the smaller towns comes from rural districts. Salesmen are urged to explain to all dealers that the advertising carried in the Curtis publications is creating sales for them in homes right around their own stores.

In answering the question, "Why does the *Post* advertise?" the handbook says that the *Post* advertises in newspapers and magazines throughout the country, not to get more circulation, but to induce its present readers to spend more time reading the *Post*. An increase of reader interest assures better results to the advertisers in the magazine.

As do many other publishers, the Curtis Publishing Company gives complete geographical breakdowns of circula-

tions of its magazines as well as breakdowns of the circulation into subscriptions and newsstand sales.

Tables are furnished giving the number of copies of each publication going into cities and towns, together with personal income tax returns, native white families, and population. Cities included places with a population of 2,500 or more, other places which had total sales of \$1,000,000 or more in 1929, according to the U. S. Census of Distribution, and unincorporated places receiving 200 or more Curtis units in 1937. It is explained that such places are apt to be trading centers for rural areas, or good suburban communities near large cities.

COSMOPOLITAN AND GOOD HOUSEKEEPING

Cosmopolitan and *Good Housekeeping* magazines issued complete breakdowns and analyses of their net-paid circulations as of February, 1939. As of that date *Cosmopolitan* had a circulation of 1,843,286, of which 43,181 went to Canada, 7,438 to United States possessions, and 13,003 to foreign countries. Of the total United States circulation of 1,779,664, 1,234,223 was by subscription and 545,441 newsstand sales.

The total *Good Housekeeping* circulation was 2,313,200, of which 2,234,380 was distributed in the United States, 58,965 in Canada, 8,320 in United States possessions, and 11,535 in foreign countries. Of the United States circulation, 1,668,117 was by subscription and 566,263 was newsstand.

Figures for both magazines were broken down into distribution by geographical groups in states and cities from 1,000 population and under to 500,000 and over. Tables were also given showing the circulation of both magazines in cities of 2,500 or more. For instance, *Cosmopolitan* had a circulation of 110,320 and *Good Housekeeping* of 87,101 in New York City. In Rochester, N. Y., *Cosmopolitan* had 6,601 and *Good Housekeeping* 8,308. In Chicago, Ill., *Cosmopolitan* had 61,086 and *Good Housekeeping* 63,728. In Boston, Mass., *Cosmopolitan* circulated 26,761 and *Good*

Housekeeping 31,083. Further breakdowns in trading centers and trading areas and by counties were given. Both of these magazines are published by the same company.

REDBOOK RESEARCH

Redbook Magazine published a commentary on the importance of the ratio of advertisements to editorial matter. It conducted researches using the three monthlies—*Redbook*, *Cosmopolitan*, and *The American Magazine*—and several of the most widely circulated weeklies. It was claimed that the monthlies named had a much higher proportion of articles and fiction than the weeklies. Researches were quoted to prove that this fact resulted in greater reader interest for the advertisements as well as greater visibility, as determined by the studies of two research organizations.

DAILY NEWSPAPERS

Many daily newspapers publish promotional matter giving their circulations and other information intended to be of assistance to advertisers. Frequently they tell how many readers live in districts classified as to the economic status of their residents, how many of their readers own homes, automobiles, and radios, and what their approximate incomes are. They also give geographical information showing how many readers live in cities, how many in trading areas, and how many outside.

The Bureau of Advertising of the American Newspaper Publishers Association issued a pamphlet for national advertisers giving cost data. It was stated that if an advertiser ran a 5,000-line campaign (eight quarter pages, or four half pages, or two full pages) in each of the 1,990 daily newspapers in the United States and Canada, the cost would be \$662,484 for a circulation of 42,026,374. It was also said that the advertiser can select special territories; for instance, he could run 5,000 lines in the six New England states for \$48,868 and get a circulation of 3,354,059. Or he could use the same space in each of the 273 dailies published in cities

of 100,000 population in the United States and Canada for \$297,600, and reach a total circulation of 28,940,109. Using all dailies in cities of 25,000 and up, the cost would be \$433,661 for a total circulation of 35,965,227. Using all dailies in localities of 5,000 and over the cost would be \$630,394 for a total circulation of 41,454,631. All circulation figures and rates were taken from the June, 1939, edition of *Standard Rate & Data Service*.

WHO DOES THE BUYING?

The space buyer must take into consideration the question of what members of the family do the buying. He finds that women buy some commodities without much if any discussion with other members of the family; they buy other products after considerable discussion with the men and sometimes the children of the family. To guide him in this phase of space buying, the space buyer calls upon his own experience and the experience of others immediately surrounding him, looks up such data as have been published, and comes to a conclusion that he should use a certain type of magazines.

SELECTION FOR A PORTABLE TYPEWRITER

The first question to be decided by one of the portable typewriter companies in the selection of mediums was, "Where is the market?" Market surveys and studies of previous sales were made, from which certain well-defined groups of prospects appeared. Important was the large group of young people in school and college from the age of five or six to college graduation age. There was also a group of young men and women interested in self-development who might be parents of children in school. Another group of prospects was composed of teachers. As a matter of fact, it developed that the advertising of portables must cover almost everyone; at least, in families where the income is \$1,000 and up.

The Saturday Evening Post, Collier's, Life, Liberty, Sunday Magazine of the New York News, The American

Magazine, *Cosmopolitan*, and *Redbook* were chosen for their large circulations and for their influence on almost every consumer group as well as on dealers. The newspaper field was entered through *This Week*, a weekly magazine which is circulated with a group of Sunday newspapers in the larger cities. *Popular Science* and *Popular Mechanics* were chosen because they have a "father and son" circulation unusually responsive to mechanical developments. *Grade Teacher* and *Instructor* were placed on the list because they go to teachers, who themselves are prospects for portables and who have a great influence on young people. *Scholastic*, *American Boy*, *Boy's Life*, *Open Road for Boys*, and *Child Life* were chosen to reach the juvenile market.

SELECTION FOR AN OFFICE TYPEWRITER

The problem of selection of mediums in which to advertise an office typewriter differs from that of advertising a portable, because office typewriter prospects are found mostly in business offices whose location is well known. Due consideration must also be given to the fact that (in many cases) stenographers influence the purchase of typewriters. The mediums selected included magazines of large circulation like *The Saturday Evening Post*, *Collier's*, and *Life*, which are read by businessmen as well as by stenographers and others. Also on the list were magazines that go more specifically to businessmen—*Time*, *Newsweek*, *Fortune*, *Nation's Business*, *Business Week*, *American Business*, *Banking and Purchasing*. The problem of reaching stenographers was not easy to solve, for they do not confine their reading to any particular field. Since all of them read newspapers, however, it was decided to conduct a newspaper campaign in the leading cities appealing directly to them and explaining in the advertisements features of typewriter operation.

It will be noted that more advertising of portables is done than of office typewriters. Here the selling plans, which are radically different in the two classes of machines, enter into the problem. Portables are sold largely by dealers in

typewriters, by chain and department stores, and even by drugstores in all cities of any size. The problem of the manufacturer is to get people to go to the dealers' stores and ask to see their particular brand of typewriter. Office typewriters, on the other hand, are as a rule sold only for office use. Manufacturers have branch sales offices in important cities where they employ salesmen to canvass business offices. Prospects for portables are not so easy to locate. Almost anyone may be a portable prospect; so canvassing would be too expensive for the results obtained. The advertising of typewriters is a good example of how selection of mediums must coordinate with selling plans.

In addition to publication advertising, typewriter companies are users of radio and direct advertising. The latter usually takes the form of catalogues and folders furnished to branches and dealers. Dealers also use large amounts of local newspaper advertising at their own expense.

ACTIVITIES OF SOLICITORS

Representatives of the leading publications periodically visit advertisers and advertising agencies to give them information about the mediums they represent. Some newspapers, too, have traveling solicitors who visit advertisers, but the majority of newspapers get their national advertising through companies known as "publishers' representatives," each of which represents several newspapers. Advertisers also receive frequent calls from solicitors representing window display, commercial films, printers and lithographers, outdoor advertising, advertising specialties, and other mediums. The men are usually well informed about their particular mediums and about advertising in general.

THE PROBLEM OF EVERY ADVERTISER

Every advertiser faces the problem of selection of mediums. In order to make intelligent investment of his advertising dollar he should know considerable about all mediums.

Large advertisers usually delegate the responsibility of selection to their advertising agencies, but the advertiser whose expenditures are small has to do his own choosing. He listens to solicitors for all kinds of mediums until he is confused. This is especially true of retailers, who usually do not have the advantage of agency service. Retailers must often decide which newspaper is best for their own particular stores and whether to spend their entire appropriation in newspapers, in radio, or in direct mail, or to divide it among several mediums. Faced with such problems, small advertisers will have a better chance of making the correct solutions if they have studied advertising in all its phases.

SELF-TEST QUESTIONS

1. Upon what does the advertising effectiveness of a periodical depend?
2. How are mediums usually selected by large corporations?
3. What are "space buyers"?
4. What sources of information are available to them?
5. Explain the nature and purpose of the Curtis Publishing Company's promotional handbook.
6. Why does *The Saturday Evening Post* advertise?
7. Describe the promotional activities of *Cosmopolitan* and *Good Housekeeping*.
8. What promotional claims are made by the monthly magazines?
9. What is the nature of the promotional material issued by newspapers?
10. How does the space buyer obtain information on the question of who does the buying?
11. Explain how the conclusions of the space buyer for a portable typewriter were reached. How did the problem differ for an office typewriter?
12. Discuss the activities of advertising solicitors.
13. Why is a thorough knowledge of advertising important for every advertiser?

PROJECTS

1. The Lead Industries Association uses full-page space in *The Saturday Evening Post* to advertise white lead, one of the ingredients used in the making of paint. The number of paint manufacturers who might be influenced by its advertisements in the *Post* is an almost negligible percentage of the *Post's* circulation. With this fact in mind, you are asked to put yourself in the position of the space buyer who put the *Post* on the schedule of the Lead Industries Association, and to defend your selection of the *Post* as a medium in which to advertise such a product as white lead. Remember that a page in the *Post*, without color, costs \$8,000, and that before you authorize such an expenditure you must not only have a good direct argument to justify it, but you must be able to understand and refute all the arguments of those who might wish to use the money in some other way. Discuss the whole question thoroughly.

2. If you were the space buyer for the Lead Industries Association, what other mediums would you put on your schedule in addition to or in place of general magazines? Give convincing and valid reasons for the inclusion of each medium that you specify.

3. Assume that you, as a space buyer, have the responsibility of selecting mediums for an advertising campaign for each of the following: (a) The New Hampshire Development Commission, promoting the state's industrial and recreational facilities; (b) a nationally distributed brand of men's hats; (c) a baby food, nationally distributed; (d) a machine used in the manufacture of writing paper; (e) a headache remedy; (f) the best hotel in some city of your state. The appropriation is large enough so that you can use all desirable mediums, but naturally you wish to use the money in the way that will be most effective. Which of the various classes of mediums discussed in Chaps. XVIII to XXIV would you use for each of these campaigns, and why? Be specific.

CHAPTER XXVII

ADVERTISING CAMPAIGNS

Definition of an advertising campaign. Uses of advertising. Three important considerations. The purpose. Selling the campaign. Advertising aimed at manufacturers. Marketing a new product. The appropriation. Retail appropriations. The execution. Size of space. Studebaker campaign. Arrow campaign. A cooperative campaign. Contest campaigns.

THE word "campaign," used in connection with a war, means a series of military operations directed toward the accomplishment of a particular end or purpose. An advertising campaign is an organized and carefully planned use of paid publicity for the accomplishment of a definite purpose.

During the past quarter century campaigns have been conducted that would not have been dreamed of in the early history of advertising. The government made frequent use of advertising in the first World War to encourage loyalty, to increase the support of welfare agencies, to sell Liberty bonds, while local campaigns were carried on to fill war chests and to encourage thrift. On page 10 is an advertisement on behalf of the Red Cross.

Political parties and candidates are large users of advertising, and there have been a number of campaigns in which cooperating churches have sold the idea of church attendance and support. Telephone and lighting companies, railroads, and other public-service corporations have been frequent users of space, either to create good will or to secure a market for their stocks and bonds. Cities have advertised to stop the waste of water.

Ninety-nine colleges in the South conducted a joint advertising campaign to make better known the advantages of a college education. Almond growers sponsored a campaign



1. The Omaha tobacco man had a disturbing menace hanging over his head as he and his mother left on a 1900-mile vacation trip to Florida. For the engine of his 1936 coupe—veteran of many tough trips—was gulping more oil than usual, and he expected trouble!



2. And he got it! All the way to Montgomery, Alabama, the engine used up a quart of a popular, high-grade oil every 300 miles. Disturbed, the tobacco man pulled into a Gulf station, had his tank new-binned and refilled with Gulfpride Oil. With fingers crossed, he turned the roads to Miami—vacation time being precious!



3. Then Miami, the fisherman's Mecca—and the menace to his vacation had vanished! That oil-eating engine hadn't used as much as a half pint of the Gulfpride that was put in 713 miles back . . . an oil-mileage increase of 9½ times! The delighted tobacco man bought a case of Gulfpride to take home.

Case #5036

The Case of the Vanishing Menace



4. The hard trip home was made in an equal hurry . . . but with even lower oil consumption, thanks to Gulfpride. As the miles sped by, the tobacco man lost all sense of worry . . . enjoyed a pleasant and economical trip. Back in Omaha, he wrote: "The only thing that equals Gulfpride Oil is Gulf service!"



The moment you start to use Gulfpride, you have less reason than ever before to worry about sludge and carbon.

For Gulfpride is 100% Pure Pennsylvania oil is refined not only by conventional methods, but also by Gulf's famous Alkylol Process—which removes up to 30% more carbon and sludge formers!

Now is the time to change to summer-grade oil. Make it Gulfpride and you'll get a dollars-and-cents demonstration of its ability to save you money . . . on repairs, on oil-adding between drains. Drain and refill for Spring now—at the Sign of the Orange Disc. Gulf Oil Corporation . . . Gulf Refining Company, Pittsburgh, Pa.



Gulfpride
Oil
THE WORLD'S
FINEST
MOTOR OIL

100% Pure Pennsylvania—At Dealers' In Sealed Case Only

LISTEN TO
GULF SCREEN GUILD
THEATRE, SUNDAY,
7:30 P. M.
COLUMBIA CHART

FIG. 60.—An advertisement of Gulfpride Oil which is part of a regular campaign to advertise the product and at the same time to call attention to a radio program. See page 428.

to extend the market for almonds from a short season late in the fall to the entire year.

An outgrowth of the war chest of war time is the Community Chest which a number of cities have organized to raise money for all the charities of the city at one time. The money-raising campaigns are assisted by large use of newspaper space.

Public officials have often "appealed to the people" through advertising. Teachers have advertised to influence boards of education to increase their salaries and a number of universities have used space to help endowment funds.

Cooperative campaigns have been waged by groups of manufacturers and associations of businessmen like the paint and varnish manufacturers, florists, coffee importers, the California fruit growers, sauerkraut manufacturers, and tea importers. On page 147 is one of a series of advertisements published by the Association of American Railroads. The advertisement on page 444 is part of a campaign of the tea interests.

While cooperative and unusual campaigns no doubt accomplish useful purposes, it should be remembered that they are isolated instances of the application of advertising, whereas the bulk of advertising is paid for by business concerns which market one or more products and which carry on campaigns continuously. Almost every advertisement in national magazines is a part of a campaign which has been carefully planned and laid out well in advance. The same may be said of most national advertising in newspapers. The Gulfpride oil advertisement shown on page 427 was run as a part of a regular campaign to advertise the company's products and at the same time to call attention to a radio program.

THREE IMPORTANT CONSIDERATIONS

In planning a campaign, the advertiser must answer three questions:

1. What does he expect to accomplish by the campaign?

2. What will it cost?
3. What is the best way to bring about the desired result?

We shall consider these questions under the headings of purpose, appropriation, and execution.

THE PURPOSE

The successful advertiser always has a definite purpose in mind. While the underlying purpose of all business advertising is eventually to increase business and profits, that is not definite enough to guide his advertising campaign. He must carefully analyze the entire situation and decide his point of attack just as the military general directs his forces to a particular objective and is not satisfied with marching against the enemy on general principles.

The magazine *Nation's Business* conducted a campaign the purpose of which was to answer objections to advertising. One of the series is reproduced on page 430.

In Chap. II we considered the functions of advertising. Campaigns may aim at one or more of these objectives. Their purpose may be to secure new dealers, to secure new customers, to increase the use per capita, to create insurance for the business, to protect against the expiration of patents, to inspire salesmen and dealers. The effect of advertising on executives and workmen is usually not a primary aim of advertising but is rather a by-product. There have been campaigns, however, to sell workmen on their own product, but they were confined to efforts inside the factory. Campaigns ostensibly to the consumer have frequently been run in national publications for the real purpose of influencing salesmen and dealers.

SELLING THE CAMPAIGN

It is the recognized practice at present for an advertiser who is planning national advertising to have advance copies of all advertising, lists of mediums with their circulation, and other facts pertaining to the campaign carefully prepared,

 • POPULAR FALLACIES OF ADVERTISING •

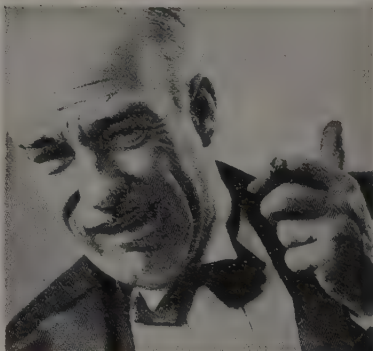
"Advertising Makes You Buy Things You Don't Need"

WHEN bath tubs were first invented, certain "public spirited" communities passed laws against their use . . . they were an "unneeded luxury." But today, listen to the outcry against any community lacking modern sanitary conveniences!

Were the first wrist watches considered a suitable article of masculine apparel? Why ask . . . when the growth of the wrist watch business is within the recollection of young readers of this message!

What people *need* is what they want and will buy. Their wants *change*. Advertising can create wants when the public permits them to be created but if the public refuses, advertising must erect a tombstone to another unfulfilled ambition.

The fallacy that advertising induces people to buy things they "don't need" must be based on a notion that there is some human judge who knows what people do need . . . whereas under existing institutions each consumer is his own supreme judge. If he will work harder for a radio set than for a set of cooking utensils he (not advertising) takes the responsibility.



AS an advertising man you resent unfair attacks upon the integrity of your profession. You appreciate a defense like this spread before 260,000 fellow business men, your clients. Every business suffers likewise from fallacious thinking—

coal, ice, banks, railroads, wholesalers. They likewise esteem a stout defender. For 20 years NATION'S BUSINESS has fought popular fallacies of every business. That is one reason why it holds the loyalty of its readers.

It is a significant fact that many of the items that constitute the American standard of living are items that people once did not "need." Advertising has helped to bring them into widespread use . . . not because advertising had the power to foist them upon consumers, but because consumers themselves encouraged the advertiser by making purchases.



NATION'S BUSINESS

260,000 CIRCULATION

PUBLISHED MONTHLY AT WASHINGTON BY THE UNITED STATES CHAMBER OF COMMERCE

FIG. 6I.—*Nation's Business* in a series of advertisements answers objections to advertisements. See page 429.

bound in a portfolio, and given to all executives, salesmen, and dealers to sell them on the entire campaign. This often results in increased business before any of the advertisements are published, the salesmen being stimulated to greater effort and the dealers being willing to place orders in anticipation of future advertising.

ADVERTISING AIMED AT MANUFACTURERS

An interesting development of advertising is the use of general advertising to induce manufacturers to use a certain part or appliance in the manufacture of the finished product. Fisher bodies, Timken bearings, Monel metal, and various automobile accessories have been advertised to the public in this way. On page 202 is an advertisement of Monsanto chemicals.

It should be noticed that the manufacturers of Fisher bodies and of other automobile accessories have a very definite purpose in mind. They did not just decide to advertise, pick out some magazines, and go at it. They wanted to hold out an inducement to manufacturers who were buyers and prospective customers, and that inducement was the good will of the public, gained by advertising. And the manufacturer who buys these products can make capital of the fact that he uses such well-known parts and accessories and tell about it in his advertising.

As an example of how campaigns are planned, the experience of a manufacturer of an office appliance is enlightening. A thorough survey was made by sending trained men to interview buyers, operators, salesmen, and others who came into the store, and two things were discovered—a lack of general familiarity with the product and a great desire among the salesmen that the company should put on a big advertising campaign. By running full-page advertising in the national magazines featuring the name and appearance of the machine, both conditions were remedied. The public became more familiar with the machine and the salesmen

were stimulated and made more enthusiastic over their product.

Whether a product is old or new, it is well to make frequent surveys and analyses, because conditions change and the advertiser must change his method of attack accordingly. Where a product has been on the market several years, the advertiser has the advantage of much information that has been gathered in the course of the business. If a new product is to be marketed, however, there is danger of many costly mistakes.

MARKETING A NEW PRODUCT

Where a new product is to be sold, the accredited practice is to start in a small territory first and see what happens. If it is an article of general use, like a kitchen cleanser, the manufacturer would plan to have all his influences working at the same time. He would send a crew of salesmen to call on the grocers, he would start his advertising in the newspapers in the particular city where the test was being made, and, if he intended to use other mediums, he would add them to his campaign. Having secured dealers (a distribution) in that particular city, the salesmen would pass on to the next city and repeat the process. The rapidity with which the whole country could be covered in this way would depend upon the amount of capital back of the project. It is usually better to go slowly at first until it is proved that the people will buy and continue to buy.

It will be seen that the manufacturer will not be ready to use national magazines until he has first covered the country, or a greater part of it, by the above method. In theory, if the manufacturer had unlimited capital, he might start national advertising at once, upon reading which the housewife would go to the grocer and demand the product. The grocer would send in a hurry-up call to the wholesaler, who in turn would wire the manufacturer for a supply.

In actual practice, such a policy would ruin the manufacturer, even if a demand were created. Such demand would be of no avail unless the grocer actually had the goods on his shelves. He would satisfy the demanding customer with something else "just as good" and the advertising would go for nothing.

THE APPROPRIATION

When the advertiser decides what he wants to accomplish by his advertising, there comes up the question of appropriation. There is no recognized way to decide this. Many conditions, including the financial status, must be taken into consideration. It might be argued that having decided upon the purpose of the campaign, it should be easy to tell what it would cost. Within limits, a fair estimate can be made, but many times the estimate is more than the advertiser feels that he can afford to spend.

For a product already on the market, one way of fixing the appropriation is to take a certain percentage of the gross sales of the preceding year, or a percentage of the expected sales for the next year. This percentage varies from 1 to 10 per cent, depending upon how much of the selling load advertising has to bear. The higher percentages would naturally be for those products like soaps, beverages, cleansers, tobaccos, the manufacturing cost of which is small and the amount of advertising needed to keep them before the public large. Articles sold by mail usually take the larger percentages, the general mail-order houses spending about 10 per cent.

The second method of making appropriations is to set aside a lump sum for the year's advertising, regardless of what the sales were the year before. It is not to be supposed that the lump-sum method is simply a guess. It may be based on several factors, such as the amount necessary to accomplish a desired result, an amount representing a sum to be spent on each possible purchaser, the amount necessary to make an impression, the amount of money

the advertiser has at hand to buy good-will insurance; or it may be based upon the experience of others in a similar line. This method is often used for a new product or one that has been on the market a short time.

A third method is the unit system, which is often used by associations. One of the campaigns of the California Fruit Growers' Exchange was based on an assessment of $3\frac{1}{3}$ cents a box on oranges and 6 cents a box on lemons.

RETAIL APPROPRIATIONS

Aside from the department and larger retail stores, retail advertising is largely done by guesswork. In the retail field is the greatest need for the study of advertising. Most of the smaller retailers make no appropriation, do not plan out their campaigns, are sold some space by the solicitor, instead of buying it with an understanding and definite plan. Manufacturers can afford to hire the services of competent advertisers, but most retailers balk at paying someone who knows how and either play at it themselves or trust it to the solicitor, who promises to "get up a good ad" for them.

The expenditures of retailers are lowest in the grocery trade, where profits are small. Grocers spend less than one-half of 1 per cent of gross sales. Shoe stores and jewelry stores spend between 2 and 3 per cent; department stores spend 3 to 5 per cent; clothing stores 3 to 4 per cent; and hardware stores 1 to 2 per cent.

The average percentage of gross sales, taking the manufacturers and retailers together, is 2 to 3 per cent. Wholesalers do little advertising except by direct mail.

THE EXECUTION

Having decided the purpose of the campaign and the amount of money available for its accomplishment, the next problem is to secure the maximum results for the money spent. This involves a thorough knowledge of mediums,

where and among what kind of people they circulate, the respective costs, and the time of publication.

Referring again to Chap. V, on Channels of Trade, it is evident that the advertiser of articles sold to every family through the stores will require the largest appropriations and will use the greatest number of mediums. In general they will use national magazines, newspapers, radio, class publications, direct advertising, outdoor advertising, streetcars, window displays, novelties, sampling, motion pictures, and picture slides.

The percentage of the appropriation in each medium varies in each case and from year to year. If, for instance, an advertiser has spent a large percentage of his appropriations in magazines one year, he may decide to change and put newspapers first.

The next year he may increase his appropriation for radio and use less space in the newspapers. He may become enthusiastic about outdoor advertising and streetcar cards and put part of his expenditure into those mediums. Whatever mediums he uses, his distribution of the appropriation is almost certain to vary greatly from year to year.

Colgate-Palmolive-Peet Company uses practically every kind of medium. The California Fruit Growers' Exchange, advertiser of Sunkist fruit, uses magazines, newspapers, radio, outdoor advertising, direct mail, and trade papers. The Proctor and Gamble Company uses magazines and radio principally, and to some extent newspapers, outdoor advertising, and direct advertising. The National Biscuit Company has recently been conducting a campaign in magazines to make known the fact that Shredded Wheat is the "Original Niagara Falls product" and not one of the other brands on the market. See page 436.

Manufacturers of products sold to a smaller proportion of the population are large users of practically every medium, provided their distribution warrants it. Automobile manufacturers seem to be spending much more than they really are, because in addition to the advertising which they pay for,

***THIS BREAKFAST HELPS US
GET A KICK OUT OF LIFE***

**NATIONAL BISCUIT
SHREDDED WHEAT**

*The Original
NIAGARA FALLS PRODUCT*

A delightful Balanced Breakfast*

Just the thing to lift the lid on that morning-appetite—*a* cupful or more of milk poured on two National Biscuit Shredded Wheat and fruit. It's the true rich *inner* flavor of pure whole wheat, toasted in crisp and tender strands... It is delicious balanced nourishment, all in one dishful—eight vital food values—three Vitamins (A, B₁ and C), Proteins, Iron, Calcium, Phosphorus and Carbohydrates. All these precious elements that we need, in one simple breakfast that's mighty good to taste. At your food store say National Biscuit Shredded Wheat—for a balanced breakfast your family will relish.

**NATIONAL BISCUIT
SHREDDED WHEAT**

THE ORIGINAL NIAGARA FALLS PRODUCT

ASK FOR IT
BY THE
FULL NAME

FIG. 62.—The advertiser wishes to emphasize the name “National Biscuit Shredded Wheat” to differentiate the product from another shredded wheat on the market. See page 435. The pointing finger and the arrow are used to direct the eye. See page 253.

their local dealers do a large amount of advertising. This is in a measure true of dealers in many lines.

Campaigns for products sold to businessmen for use in business vary greatly. Typewriter companies, adding-machine companies, and manufacturers of other products in this general class frequently use general magazines, business papers, newspapers, direct advertising, and other mediums. Typewriter companies spend part of their appropriations in an effort to influence the typist both while she is in school and after she has a position. Advertisements of office systems, filing cabinets, safes, and the like may be found in a wide variety of mediums.

While campaigns to sell raw materials are usually limited to direct advertising and class publications, a few companies, like the American Rolling Mill Company, manufacturers of Armco iron, and the manufacturers of Timken bearings, have used mediums of general circulation, as explained earlier in this book.

Campaigns to sell to farmers have to be planned with the facts in mind that farmers do not live near together and that they have reading habits different from those of the city dweller. Farm papers, country weeklies, and direct mail are the principal mediums used. Many city dailies have rural and suburban editions which sometimes supplement the list.

We have already noted that few concerns selling by door-to-door salesmen use any general advertising because of limited distribution and the fact that personal salesmanship rather than advertising has to bear the load. However, all use, more or less, printed circulars, samples, and booklets. The Fuller Brush Company, the Real Silk Hosiery Mills, and one or two others use national campaigns.

There is no uniformity in mail-order campaigns, each concern by long and careful trials working out its own system.

The timing of campaigns depends upon the buying season for the particular products advertised. July and August

are dull months for many products and the magazines show a falling off in advertising during that period. Fall and spring are usually the heavy buying seasons, a fact which is reflected in the well-filled advertising columns.

SIZE OF SPACE

Assuming that the appropriation and list of mediums have been decided upon, there arises the question: What size space shall we use to secure the best results with the money we have to spend? Is a small advertisement frequently repeated more effective or less effective than a large one published less often?

Almost every factor that enters into advertising has a bearing on this question—the appropriation, the object to be accomplished, the channels of trade, the character of the mediums and their readers, the kind of product to be advertised, the competition, the market, and product analysis.

The writer of present-action copy has an opportunity to prove whether large or small space is the more economical. As a rule, concerns selling entirely by mail favor small space in a large number of mediums, instead of large space in a few. It by no means follows that if a half-page produces 500 inquiries or sales a full page will produce 1,000. The full page will probably produce more inquiries than the half-page but perhaps not enough to make the larger space profitable. It has been the experience of many mail-order advertisers that mediums vary and that the only way to find out just what size space is most economical is to keep careful records and let these determine the policy. Classified advertisements and some mail-order advertisements are sought out by the reader and consequently do not have to emphasize attention value. Here small space is manifestly the more economical.

When we consider future-action copy our problem is more difficult. Large space has by far the greater attention value and in a medium which has a large number of pages of reading matter, including many pages of advertise-

ments, larger space is almost essential, especially when the product has not been previously advertised. In beginning a new campaign it has many times been the practice to start with full pages, then taper down to smaller space.

While the largest advertisers are tending to use large space today, we should not forget that many of them started with small appropriations and small space, nor must we forget the retailer who may consistently use small space in a newspaper and build up his business by depending upon the value of frequent repetition rather than mass impression.

STUDEBAKER CAMPAIGN

In the spring of 1939, Studebaker was faced with the problem of introducing a low priced model—The Champion. The campaign, carefully planned, is illustrative of how advertising functions in helping to make a new model known to dealers, salesmen, and the public. It was evident that there were three major objectives: (a) introduction to Studebaker dealers, (b) a sales training program for the dealer and his sales organization, (c) introduction to the public.

Meetings of dealers were planned at 26 major points beginning Mar. 6 and four teams were appointed to handle the meetings, one for the West Coast, one for the East, one for the Middle West, and one for the South. It was planned to have a total of 10,000 people attend the sessions, including dealers, salesmen, service men, prospective Studebaker dealers and salesmen, and representatives of newspapers, auto trade magazines, finance companies, and competitive dealers. The average attendance at each meeting was 500.

How thoroughly the meetings and the entire campaign were planned is shown by the fact that blueprints showing how to set up each meeting room were sent several weeks in advance to each regional manager. Invitations to the meetings were mailed both from the main office at South Bend, Ind.; and from the regional offices centered in 16 cities. Arrangements were made for music and community singing.

Speakers at the meetings gave the thought behind the conception of the new Champion, then covered the advertising and sales promotion plans. Next the new car was unveiled and the dealers were given time to make a thorough inspection of this latest addition to the line. The meeting was planned to last three hours, including one hour for lunch.

The sales training program was broken down into six major divisions:

1. Accurate information about competing cars in the low priced field was supplied. This was done by means of a confidential bulletin addressed to the Studebaker organization. Another booklet titled "Information Please" contained 100 questions concerning new features, with their answers. Dealers also received scripts of the dealer meeting which they had previously attended. Dealers were urged to hold three evening meetings so that salesmen could be instructed in every detail.

2. A book called "The New Champion" was prepared, for use by the salesmen. This contained 83 pages and 223 illustrations. Each salesman received five copies and was instructed to use the publication as a textbook and to leave copies for a day with prospects when it seemed wise.

3. Records were prepared which salesmen could play so as to become familiar with the story and be able to present it effectively.

4. A movie, "Ahead of the Parade," which cost \$35,000 to produce and which would run 40 minutes, was made. It was found that many of the large distributors bought projecting machines and used this movie before prospective purchasers in the showroom.

5. A special issue of the *Studebaker News* was published. The *Studebaker News* is a house organ issued by the company every Friday. It is an eight-page publication which gives salesmen and dealers valuable selling and sales promotion helps.

6. A series of sales contests for regional managers and retail salesmen was inaugurated.

It took three weeks to complete the introductory meetings. Dealers received their new cars immediately after the meeting which they attended. This meant that some dealers had cars ahead of others. As soon as their cars arrived, dealers put on previews for the public. Hundreds of thousands of special invitations were mailed out all over the country to owners of cars and to important citizens in the community. This was followed by mailings of 1,000,000 booklets called the "Studebaker Wheel," a publication which is produced every two months and which is sold to dealers at five cents a copy.

Up to this point, no public announcement had been made. About six weeks before the meetings, representatives of newspapers and trade journals, and special writers of magazines like *Fortune*, *Popular Mechanics*, *Business Week*, and others, were invited to South Bend to learn the inside story about the new car, with the understanding that nothing would be released until Mar. 26. On that date publicity "broke" in the newspapers and paid advertising was begun in places where dealers were adequately stocked with cars. In the larger cities, full-page, two-color advertisements were used; in cities not quite so large three-quarter-page advertisements were used, and in the smaller cities black-and-white advertisements.

Radio advertising started Apr. 1. Richard Himber and his "Studebaker Champions" were employed for entertainment, and Lowell Thomas and Ted Husing for commercial announcements. Fifteen-minute programs were run three times a week over national networks.

ADVERTISING LITERATURE

Advertising literature was furnished as follows:

1. A 24-page four-color catalogue.
2. A four-color rotogravure handout which told the story of the new car in the style used by *Life* magazine.

3. A book, "Build-up for the New Champion," in which the dealer was given plans for local promotion.

4. A special 12-page issue of the *Studebaker News* outlining the complete advertising and sales promotion campaign and giving further suggestions on sales activities.

5. A catalogue showing sales promotional activities such as pennants, flags, and banners for decorating the dealers' places of business.

6. A used-car program in which the following mediums were suggested: direct mail, display advertising, the telephone, sales contests. All were incorporated in a series of books covering the various phases of used-car merchandising. For example, one book contained 22 letters and 11 post cards to be used in direct mail. Another gave illustrations of more than 600 advertisements.

MASS SELLING EFFECT

Sixteen men were employed and one was allotted to each branch. Their duties consisted of calling on dealers and arranging for showings of the movie "Ahead of the Parade." After a hall had been secured, advertisements were run and invitations mailed out. Each man was out for a week, made five bookings, then followed through and showed the film.

ARROW CAMPAIGN

Cluett, Peabody & Company manufacture the well-known Arrow products—collars, shirts, handkerchiefs, underwear, and neckties—the most widely advertised products of this kind in the United States. Arrow products are sold in practically every city and town in the country. The company employs 125 salesmen, who cover their territories as often as possible between advance showings of new lines for spring, fall, and holiday trade. There are branch sales offices in New York, Chicago, St. Louis, and San Francisco, from which the salesmen visit retailers directly, as there are no brokers, agents, or middlemen.

The magazine appropriation is mainly apportioned among the general magazines, *The Saturday Evening Post*, *Collier's*, *Esquire*, *Liberty*, *Time*, and *Life*. A small portion of it is given to the trade magazines, *Apparel Arts*, *Men's Wear*, and *The Reporter*. Space is also used in the *New York Times* and the *Herald-Tribune*. Newspaper advertisements throughout the United States are run by local dealers. The company does not pay for any part of this local advertising, but it furnishes mats and help in the production of dealers' advertisements free upon request. The company checked up on the amount of dealers' advertising for the months of October and November, 1938, and found that the dealers had paid for 1,721,788 lines, or 122,984 $\frac{6}{7}$ inches. This checkup was for the two heaviest months of the year, but even so a 12 months' checkup would have run into high figures.

Advertisers do not all follow the same policy with respect to sharing dealers' advertising expense. The problem is clean cut. The advertiser must decide whether to reduce his national advertising, which of course helps the dealer, in favor of more direct dealer help in the form of paying part of the dealer's local advertising. Some advertisers pay one-half of the dealers' advertising of their products while others allow a stipulated sum per unit for dealers' advertising.

Arrow advertising is planned so that salesmen can show dealers six months in advance just what advertising will be placed in national magazines and what merchandise will be advertised. Such advance planning helps the dealer to stock the proper items at a time to synchronize with the appearance of the advertisements. Reprints, brochures, direct mail, counter cards, window displays, and local mats are furnished to the dealers.

A COOPERATIVE CAMPAIGN¹

Faced with the problem of disposing of the largest crop of peas in history, canners in September, 1938, organized the Canned Pea Marketing Association. A campaign to cost

¹ Synopsis of an article by David E. Rowan in *Printers' Ink*, July 21, 1939.

ONLY A WHILE AGO
I WAS HOT AND
EXHAUSTED. NOW I FEEL
COOL, PEPPY—
READY TO GO.
DELICIOUS ICED TEA SURE
HITS THE TIRED SPOTS—
AND THE THIRST SPOT,
TOO!

IT COSTS
SO LITTLE TO
DRINK TASTY,
COOLING ICED TEA
ALL DAY LONG!
PEP, EXCITING
FLAVOR FOR LESS
THAN 1¢ A GLASS!

MR. ICE CUBE

These good black teas
are especially suited to
the American taste. For
economy and full enjoyment,
buy quality tea.

GOOD TEA COOLING PEPS

TEA
PEPS YOU
UP!

\$225,000 was planned. One hundred and twelve canners representing 70 per cent of the total production subscribed the funds. The expenditure for advertising was \$150,000. The rest of the money was used for activities relating to stabilizing the marketing process.

Two principal selling events were scheduled, the first on Jan. 15, 1939 and the second on Mar. 26, 1939. For each date were scheduled full-page color advertisements in two widely circulated magazine newspaper supplements, plus rotogravure advertisements in newspapers circulating in cities not reached by the magazine supplements. The advertising played up the exceptionally good quality of the crop and the low prices. Different ways of serving peas, together with recipes, were used. The advertising was thoroughly "merchandised" to the trade, and the dealers received window displays which had been planned after conferences with many dealers, who told what kind of displays they wanted.

In the distributing season which began June 1, 1938, and ended May 31, 1939, total shipments of canned peas were 22,500,000 cases, an all-time high and an increase of 10 per cent over the previous season. The aver-

FIG. 63.—This advertisement promotes the use of tea mentioning no particular brand. See pages 428 and 445. The difficult shape of the advertisement is well handled. See page 252.

age price received by canners was $3\frac{1}{2}$ cents a dozen (7 cents a case) more than that received the year before. This result was secured by a total expenditure of 1 cent a case—\$150,000 for advertising and \$75,000 for other expenses. It was estimated that had there been no campaign the canners would have received only 65 cents a dozen, whereas they actually received $78\frac{1}{2}$ cents a dozen. In the previous year the average price received by the canners was 75 cents a dozen. The canners credited the campaign with having brought them $13\frac{1}{2}$ cents a dozen more than they would have received had there been no cooperative activity. This would amount to 27 cents a case, whereas the total expenditure for the campaign was one cent a case, the total shipments having been 22,500,000 cases. The actual cost of the advertising amounted to two-thirds of a cent a case, or \$0.00277 for each can.

Previous mention has been made of other cooperative campaigns carried on by trade associations to promote an entire industry. A recent campaign had for its objective the greater use of tea. See page 444.

CONTEST CAMPAIGNS¹

Frequently contest campaigns are conducted, the purpose of which is to secure a large number of entries from people who are obliged to read the advertisements for the product or service. In some instances the contestant is asked to buy a box of breakfast food or a tube of tooth paste, but this is not always the case. A particularly interesting campaign was that of the Pullman Company which extended from Apr. 24 to June 15, 1939. Contestants were asked to propose a name for a new streamlined Pullman car. The campaign produced 780,808 entries. Prizes consisted of 53 round-trip tickets by rail to either of the two world's fairs then in progress. There were also 500 one-dollar honorable mention prizes. Every winning entry that contained an accurate statement of the railroad fare from the contestant's home to one of the fairs received \$200 additional. This part of the

¹ For additional data about contests see pp. 97-99.

contest was designed to cause people to visit ticket agents so that their interest in travel might be stimulated.

The company used full-page color advertisements in six national weekly magazines and one national farm monthly. One-minute spot radio announcements were used four times a week over 30 radio stations. Large four-color posters were displayed in all Pullman cars during the contest, and a large poster was distributed to 31,000 ticket agents in the United States and Canada. Posters were also sent to tour agencies and travel bureaus, and some were used in store windows. It will be seen, therefore, that the campaign was thoroughly merchandised. The name selected was "American Milemaster."

An interesting comment on the habit of procrastination was made in an account of this campaign.¹ The closing date of the contest was June 15. The advertising had extended from Apr. 24 to June 1, yet more than 57 per cent of the entries were not received until the final week, June 9 to 15. Eighty per cent of the entries were on blanks obtained from ticket agents, 18 per cent were clipped from magazine advertisements, and 2 per cent came in individual letters.

SELF-TEST QUESTIONS

1. What is an advertising campaign?
2. For what purposes besides the marketing of goods may advertising campaigns be conducted?
3. What three factors must be considered in planning a campaign?
4. What are some of the specific purposes for which campaigns are conducted?
5. Explain the use and the effect of portfolios of campaign plans.
6. Explain the use of general advertising to reach a few manufacturers.
7. Explain the usual method of launching a new product on the market.

¹ *Printers' Ink*, Sept. 1, 1939.

8. What are the common methods of deciding how much to spend on an advertising campaign?

9. Explain each method.

10. What factors must be considered in connection with the execution of a campaign?

11. What mediums are used for campaigns under each of the selling plans?

12. On what does the timing of a campaign depend?

13. Discuss the question, "What size space is the most economical?"

14. Describe the Studebaker campaign; the Arrow campaign; the Canned Pea Marketing Association campaign; the Pullman campaign.

PROJECTS

1. If you have followed carefully through the book thus far, you should now be able to gather together the various threads that you have been studying separately and weave them into a completed pattern. The following problem will give you an opportunity to show your grasp of the subject of advertising as an entirety, and may be made as elaborate or as condensed as time permits or as your instructor specifies.

You are to assume that your state intends to undertake an advertising campaign of six months, for the purpose of inducing a larger portion of the traveling public to visit the state and enjoy its scenery, recreational facilities, historic spots, or other attractions of whatever sort the state has to offer. You have been asked to prepare a plan for the campaign. You may assume that enough money is available for a reasonably extensive campaign.

Your plan should incorporate most or all of the following points:

The specific purposes or functions to be attempted.

Analysis of the "product" and a list of "talking points."

Analysis to be made of the market, and method of procedure.

The appeal or appeals to be used in the advertising.

The copy style to be used in various mediums.

The advisability of adopting a slogan.

Types of illustrations to be used, and recommended techniques for reproducing the illustrations.

The question of color.

Kinds of mediums to be used.

Tests to be made before publication, if any.

2. Write the copy for one magazine advertisement for the campaign described in Project 1.

3. Write the copy for a folder to be used in the campaign described in Project 1. The folder is to be given out by automobile clubs, filling stations, garages, and other concerns from whom information might be sought on places to go, routes, etc., and should feature the places of greatest interest in your state and the best routes for reaching them.

4. Prepare a map of your state, showing the places of greatest interest to tourists and the best routes for reaching them. Try to construct a map that is novel and interesting, as well as helpful to the traveler.

CHAPTER XXVIII

ADVERTISING TESTS

How advertising men make tests before advertisements are published. Trial campaigns. Testing by coupons. Laboratory tests. Direct-mail testing. Testing present-action copy. How the weather affects returns. Testing after publication. Going-to-the-consumer tests. Split-run tests. The Townsend system. Public selects the package. Summing up the question.

THERE is necessarily a great amount of inefficiency in advertising. So many things are unknown and so many unknowable, that there is a factor of uncertainty. This may account in part for the fascination of the advertising business. However that may be, the advertiser demands results. Is there, then, any method of determining results before the money is spent and it is too late to change? Can we predetermine which appeals are the strongest, which illustrations are the best, what size space to use, how often to run advertisements? When it is considered that an advertiser is spending up into the hundreds of thousands and sometimes millions of dollars a year, the importance of these questions may be realized.

The effort to predetermine results has become a recognized factor in advertising work and we may say that some of the uncertainty, at least, is being eliminated.

There are several methods of testing advertisements both before and after publication. The vast majority of advertisements, however, are published without any testing except submission to those most interested and closest to the sales and advertising policies.

TRIAL CAMPAIGNS

The trial-campaign method of testing involves the publication of a number of different advertisements in several cities

selected for the test. An example is the campaign of a tooth paste, in which four cities were chosen.

Inventories of stock were taken in the stores of each city and sales were carefully checked three times—two weeks before the advertisements appeared, again the day they first appeared, and finally at the end of the test.

The checking was applied to 209 stores, which proved to be a larger proportion than was necessary, as it was learned that 10 per cent of the larger stores in each city did 90 per cent of the business. After the data were analyzed it was found that one appeal—that of tooth protection—produced 65 per cent more sales than the “health” appeal.

The trial-campaign method gives actual sales figures by which the efficacy of different appeals can be definitely determined. This method takes considerable time and the cost is comparatively large. However, if a large appropriation is involved the expenditure may return big dividends. If the trial-campaign method is used, care must be taken to select cities of approximately the same size in which factors other than advertising are as nearly identical as possible. Weather conditions, strikes, cut-rate wars, and other conditions prevailing in one city and not in the others may interfere with the accuracy of the test.

TESTING BY COUPONS

Many advertisements include coupons which the reader is invited to fill in requesting booklets or samples. Other advertisements invite such requests without a coupon. The question which the advertiser must consider is whether the number of inquiries received is a reliable index to the efficiency of the advertisement.

Opinions seem to be divided here. In many cases the advertisement is run for the purpose of general publicity and the inquiry feature is not considered important. The majority of persons who read advertisements do not answer them; yet they may be impressed to the extent that they determine

to try the product when next they buy anything of that nature.

Many advertisers who keep track of inquiries figure the cost per inquiry. In connection with articles sold entirely by mail, this cost per inquiry is obviously important. Where products are marketed in other ways, it may or may not be important.

Dr. Daniel Starch in his researches found that inquiries are (on the whole) a reliable measure of the relative sales effectiveness of advertisements in which approximately equal emphasis was placed on securing responses. Where unequal emphasis is placed on securing responses this would not be true. Other investigators have found that copy may be so written as to stimulate receipt of inquiries without a corresponding increase in sales.

In comparisons made as a result of returns from coupons, the advertiser should be sure that conditions which might influence the number of returns are (as nearly as possible) the same in all publications used. Such conditions include size of advertisements, effectiveness of different mediums as "coupon pullers," emphasis placed on the offer, position in the publication, and time of publication.

LABORATORY TESTS

Many advertising men believe in the so-called "laboratory" or "controlled opinion" tests. This method of testing consists of submitting to a group of consumers who are not especially versed in advertising a series of complete advertisements including illustrations and text, in order to secure the consensus of opinion as to which advertisement is the best. In many cases it has been found that the vote of a group conformed to actual results upon publication.

One company in using this method of testing submitted a list of appeals to a group. Then with the leading appeal, a test was made of headlines, followed by a test of opening paragraphs written in several ways.

In some instances rough layouts containing headlines, sketches, or photographs have been prepared and submitted without the test. Admittedly the best way to test an advertisement before publication would be to prepare the complete advertisement including illustrations and type. This, however, entails a considerable expense and the objection may be raised that where copy is changed with each insertion one testing provides for only one piece of copy. Many others are still to be provided for. It is claimed by many that rough layouts in testing are as effective as the complete advertisements.

Objection has been made to the laboratory method on the ground that it is impossible to duplicate the actual conditions under which a consumer reads advertisements in magazines or newspapers. While this objection has merit, still the laboratory method has proved helpful in many instances.

DIRECT-MAIL TESTING

Direct mail that is intended to secure actual returns is tested by sending to a small list first. If a certain percentage of inquiries is secured, it is reasonable to suppose that the same percentage will prevail for the rest of the list. In this way the advertiser frequently saves money by abandoning one particular letter or folder and trying another. One large user of letters sends out a trial lot of 500 if first-class postage is to be used and 1,000 if third-class postage is decided upon. If satisfactory returns are received, the company is encouraged to go ahead. When a large number of letters are to be sent out, perhaps 100,000, the company usually makes a retrial, testing out 3,000 to 4,000, and if a satisfactory percentage of returns is received, then the entire 100,000 are mailed.

TESTING PRESENT-ACTION COPY

In mail-order copy, whether published in periodicals or mailed directly to the prospect, testing through the sales method assumes major importance. Here the success of the

advertising depends upon the number of responses received and the number of sales resulting therefrom. Advertisers have through actual experiences reached some amazing conclusions. At the present time a typewriter company is running advertisements in a large number of magazines advertising a portable which can be purchased on small installments. To each advertisement a coupon is attached and the efficacy of any magazine used is judged entirely by the number of coupons received. It is said that the company will try any magazine once, using a small space. If the magazine pays, larger space may be used the next time, the size being increased to the point of diminishing returns. In rare instances full pages are used. If it is found that any magazine has ceased to pay, it is dropped from the list. It may, however, be tried again and found to pay a second time. This may be partially due to the fact that there is a large turnover of readers of magazines, in many cases amounting to 50 per cent a year. It is difficult to compute this turnover where the sale is largely a newsstand sale.

It will be seen that present-action copy is tested by the trial-and-error method. Every advertisement is "keyed."¹

HOW THE WEATHER AFFECTS RETURNS

In testing advertisements where the securing of coupon returns is of major importance some interesting case histories have been recorded. A survey which was made to find out what effect the weather has on the number of returns led to interesting conclusions.² Weather reports for 11 years were correlated with records of coupons received, the weather reports covering the same area that was covered by the circulation of the publication, the Sunday edition of a New York daily newspaper. The position of the advertisement was the same for each insertion—a full back page. More

¹ There are many ways of keying coupons. Some advertisers use the abbreviation "Dept." and add a number after it. Thus, Dept. S.P. 1441 might mean that the advertisement appeared in *The Saturday Evening Post* of Jan. 4, 1941.

² Victor O. Schwab, *Printers' Ink*, July 14, 1939.

than 57,000 inquiries were received. The advertiser received 35,646 coupons from 48 insertions which appeared on days when the weather was wet, as compared with 21,672 from 36 insertions when the weather was dry. The average for wet days was 743 per insertion and for dry days, 602. The company, therefore, received 19 per cent more inquiries on wet days. The writer also points out that direct-result advertisers rate the productiveness of full-page positions as follows: back cover, first; page facing second cover, second; right-hand pages third, fifth, and seventh, and page facing third cover in the order named.

Advertisers have long been aware of the fact that coupon returns diminish when the publications are filled with news of great interest like the World War.

TESTING AFTER PUBLICATION

Many tests of effectiveness of copy have been made by interviewing publication readers to determine what advertisements were seen and remembered. By this method the advertiser can tell to some extent how effective his advertisements were with respect to the impressions left in the minds of the public. The same method has also been applied to radio advertising.

The Daniel Starch organization furnishes a continuous magazine-reader survey in which 19 magazines are checked, as follows: monthlies—*The American Magazine*, *Cosmopolitan*, *National Geographic*, *True Story*, *Good Housekeeping*, *Ladies' Home Journal*, *McCall's*, *Woman's Home Companion*, *Parents' Magazine*, *The American Home*, *Better Homes and Gardens*; weeklies—*American Weekly*, *Collier's*, *Liberty*, *Life*, *Puck-the Comic Weekly*, *The Saturday Evening Post*, *Time*, *Look* (bimonthly). Interviews are for the most part conducted in the homes. Readers of several thousand copies of the 19 magazines are interviewed each month. The first step is to ask if current copies of any of the magazines on the list are in the home; then which have been read. The person who is being interviewed is asked to produce the copies said

to have been read. Then, the interviewer requests as the magazine is opened that the person interviewed indicate voluntarily those advertisements which were observed in the previous reading. Each page containing an advertisement is turned and a record is made of the advertisements previously seen, partially read, and thoroughly read. Only adults over eighteen are questioned. Magazines are checked during the period in which they are current. Interviewing stops five weeks after issue date on monthlies and ten days after issue date on weeklies.

To information thus secured on any particular advertisement are applied known facts of circulation and rate. The Starch Advertising Rating Service is a regular monthly source of information in regard to the costs of visibility and readership of all the advertisements of one-half page and over in each issue of the 19 magazines named above. Dr. Starch also furnishes *Media Effectiveness Reports* based on these interviews and on other statistics, giving the following information: extent and costs of readership, sex, age, occupation, and income of readers, when magazines are read, reader duplication, seasonal variation in percentage of readership to circulation, number of advertisements and per cent of advertising seen, cost of visibility of advertisements compared by size and color, cost of visibility of advertisements compared by position.

GOING-TO-THE-CONSUMER TEST

Practically all the leading agencies use this test in a greater or less degree. It is valuable not only for the advertising department but also for the production and sales departments. It may be used before a new product is launched or at any time in its history. There is no dispute about the effectiveness of this sort of investigation. Here are four examples which show how the testing is done:

An investigation was made for the manufacturer of a talcum powder. Although he was an experienced merchandiser and although he secured the services of a noted French

chemist to prepare the powder, it did not sell. An advertising agency was called in. Men were put behind the drug-store counters where the toilet preparations were sold. No matter what brand the customer asked for, it was handed out without an attempt to substitute "something just as good." Then the retail salesman, who was really the representative of the agency, engaged the customer in conversation and asked her opinion on the talcum powder in question. It was discovered that the reason why it did not sell was because it did not have the proper odor. No matter how superior its quality, the women did not like the odor and would have none of it.

The manufacturer had done everything right save the most important thing of all. Convinced that the trouble was in the odor, the investigators proceeded to find out what odor was best. This was done by making up samples with different odors and asking a large number of women which they preferred. The odor that was far ahead of all others was adopted. In this case the customers were also given a chance to select the kind of package they preferred. The motive which swayed the majority was the desire to have a package that would look well on the dresser. This investigation determined and changed the entire policy of the manufacturer and meant the difference between success and failure.

A ready-to-fry fish cake was put out, samples were given to housewives, but they did not buy. Men were sent to visit them in their homes, making it clear that they were not there to sell anything, but were after information. At the conclusion of their work, the investigators compared notes and found that the cakes were too salty and had too much potato in them. This was remedied and there was clear sailing thereafter.

A hot-water bag was named and the entire advertising policy adopted after sending men from house to house. Almost every family owned a hot-water bag. The woman was asked two questions about the one she had: "Do you

like it?" "Why?" If the woman liked it, she invariably gave as the reason the fact that it did not leak. If she did not like it, she said it was because it leaked. The important thing was the leakability or nonleakability of the bag. Accordingly, this was the great point to drive home in the advertising.

The research efforts of General Motors referred to on pages 56 and 57 were a "going-to-the-consumer" test.

SPLIT-RUN TESTS

In a few magazines advertisers are allowed to run more than one advertisement in the same issue. In one half of the circulation of the *New York Sunday News*, for example, the advertiser can publish advertisement *A*, and in the other half advertisement *B*. *The Family Circle Magazine* which is circulated in certain chain stores affords the advertiser opportunity to use four different advertisements in the same edition, each one being printed in one fourth of the issue. The four advertisements are collated so that an inspection of any 100 copies consecutively printed would disclose 25 copies of each of the four advertisements. In this way the advertisements are submitted to a jury of housewives. In all split-run tests, coupons are used, keyed so that the advertiser can tell which one of the advertisements pulled best. *Grit*, a magazine circulated principally in small towns, allows split runs.

THE TOWNSEND SYSTEM

The Townsend system, developed by Will and A. J. Townsend, is a method of evaluating advertising copy before publication. The Townsend Brothers made a study of many thousands of successful and unsuccessful advertisements where case records could be secured. They found that the successful advertisements had certain characteristics which the unsuccessful ones lacked. They finally decided upon 27 features which they claim characterize successful advertisements. In checking an advertisement a certain

number of points are allowed for each element so that the advertisement may be given a percentage rating. The plan is sold to certain advertisers and advertising agencies who promise not to divulge it.

PUBLIC SELECTS THE PACKAGE

The choice of a package for any article sold to the public is extremely important. The package must be attractive or the product will not sell. In order to ensure against mistakes, an approved practice now is to make up a number of different packages and let the public have a chance to tell which they prefer.

Copy writers have various ways of testing their copy before it is whipped into its final form. Probably no copy prepared by an agency is published without first submitting it to several of the agency employees and several of the executives of the client. Many copy writers read their efforts to their wives and friends to get their reactions. If the article is something sold to all families, it is well to look over an average crowd occasionally and determine whether the copy would be perfectly understood and would appeal to the kind of women in that crowd. A writer of farm copy should visit the farms and get into the farm atmosphere.

SUMMING UP THE QUESTION

In summing up the question of testing advertising copy in advance we may say that the present-action copy writer can test his copy by the actual insertion of the advertisement in a few publications as a try-out. If it succeeds, he is justified in larger expenditure. The same method may be used in direct mail, where a list of a few hundred is tried first.

In future-action copy the problem is more complicated. Some advertising agencies believe in laboratory tests and others do not. Both believers and unbelievers are successful agencies and are held in high regard by their clients, who trust them to place millions of dollars' worth of advertising

each year. Sometimes the conclusions reached by laboratory tests have been verified by results and sometimes they have not.

It must be remembered that no advertisement is published without its being seen and criticized by several persons. Advertising writers, whether connected with agencies or not, usually show the copy to executives of the advertiser, to members of their own organization, and often to friends and acquaintances, to get their mental reactions. Training and experience make the advertising man skillful in judging reactions.

The work of professional psychologists has been of incalculable value to advertising men both in making them study more deeply and in actual assistance. Such tests as they are able to make are at least helpful, but they should be considered as one of a number of factors entering into the decision rather than the only factor.

All agencies and advertising men agree that it is wise to go to the consumers and keep in touch with them at all times. In the final analysis, the consumer is king and will dictate the policy of the company from the factory to the retail counter.

SELF-TEST QUESTIONS

1. Why is it desirable to test advertising copy in advance?
2. What is the trial-campaign method of testing?
3. What are the advantages and the disadvantages of this method?
4. What is the coupon method of testing?
5. How reliable is this method as an index of the efficiency of the advertisement?
6. What is the laboratory or "controlled opinion" method of testing?
7. What are the practical difficulties of this method?
8. What method of testing is best for present-action copy?
9. How may direct-mail advertising be tested?

10. How are returns affected by the weather? By unusually important news?
11. How are advertisements tested after publication?
12. Describe the surveys made by Dr. Starch.
13. What is the going-to-consumer method of testing?
14. What are split-run tests?
15. What is the Townsend system?
16. Show how testing methods may be applied to the choice of a package.
17. Who is the final judge of the success of an advertisement?

PROJECTS

1. The manufacturers of a certain breakfast food decide to make an attempt to secure new customers and to increase per capita consumption of their product by giving a premium with each purchase of two packages of the breakfast food. They have in mind three articles that could be used as premiums, but before ordering a large number of any one of them, they decide to conduct a premium preference test to see which of the three would most effectively increase sales. Explain in detail the procedure the manufacturers should follow in conducting such a test.

2. The manufacturer of a certain brand of peanut butter has been packing his product in pound and half-pound sizes, in plain round straight-sided glass jars slightly larger at the top than at the bottom. His advertising agency is of the opinion that this jar lacks attractiveness, and recommends streamlining the jar by making it smaller in diameter, taller, oval instead of round, larger at the base than at the top, and smaller mouthed than the old style container. Explain in detail the procedure the manufacturer should follow in testing the relative merits of the two styles of container before deciding on one as the permanent package for his product.

CHAPTER XXIX

WORKING WITH THE DEALER

The importance of the retailer. Rapid turnover desirable. National magazine advertising. Local advertising. Window and store display. Turning over inquiries. Trade-journal advertising. Educational work. Preferences of dealers.

WITH the exception of products sold from door to door or by mail, practically all the things bought by the consumer go through the regular channels from manufacturer to wholesaler to retailer to consumer. It is estimated that there are approximately 1,500,000 retail outlets in the United States, which would be about 1 to every 20 families. This excessive number, coupled with lack of business ability on the part of many, accounts in part for the high percentage of failures and changes in the retail business.

Adding complications to the problem of dealer cooperation is the development of the chain-store system. It is estimated that there are about 142,000 chain stores in the United States and that they do 25 to 30 per cent of the total retail business. There are also many independent groups which buy cooperatively and which work together for efficient management, yet each proprietor maintains his independence.

RAPID TURNOVER DESIRABLE

Somewhere between 25 and 40 per cent of the consumer's dollar is taken for the expense of operating retail stores, the exact amount varying in different lines of business. The retailer's profit is small and the more rapidly he can dispose of his goods, buy more and dispose of them, and keep on repeating the process, the more money he will have at the end of the year. The rapid turnover, as this is called, is what the retailer wants.

The retailer is the key to the problem of the manufacturer, for he is the one who actually comes in contact with the ultimate consumer and he is the one who buys the manufacturer's output and distributes it to the public.

Realizing the importance of the dealer, manufacturers do more than try to get an order from him; they use every possible means to help him sell the goods after he has bought them. They know that if they can increase his sales he will reorder again and again. This is a vital question in advertising. The manufacturer must build a road from himself to the customer's house. If the last section of the road from the retailer to the buyer is impassable, the entire scheme fails and all the advertising and sales work done up to that point goes for naught. There are many ways in which the manufacturer can and does help the retailer, the most important of which we shall now consider.

NATIONAL MAGAZINE ADVERTISING

National advertising helps the dealer by creating a direct demand for the goods, or a good will toward them that will lead to future sales. The manufacturer bears the expense of this alone. The manufacturer makes certain that the retailer shall be informed about his advertising campaigns and for that purpose a portfolio is often issued giving reproductions of advertisements with publication schedules, radio activities, and whatever else is to be done by the advertising department. The circulation by localities of the mediums is often given so that the dealer can see exactly how many people living in his city, county, or state will have at least an opportunity of seeing these advertisements. These portfolios are either mailed to the dealer or shown to him by the salesmen when they visit him. By keeping in touch with the campaigns of the manufacturer, the retailer is not only impressed with the product, but he is able to time his own advertising and window displays so as to tie up with national advertising.

EVERY LIVING ROOM A Sales ROOM

Leading PAPER MERCHANTS who sell and endorse

Warren's Standard Printing Papers

ALBANY, N. Y. Hudson Valley Paper Company
ATLANTA, GA. Stone Paper Company
BALTIMORE, MD. The Barton, Dunn & Sons Paper Co.
BAYON ROUGE, LA. Louisiana Paper Company, Ltd.
BIRMINGHAM, ALA. Brickland Paper Company
BOSTON, MASS. Stone & Bennett Company
BUFFALO, N. Y. The Alling & Cory Company
CHICAGO, ILL. Chicago Paper Company, Inc.
CINCINNATI, OHIO The Dism & Wing Paper Co.
CLEVELAND, OHIO The Peninsula Paper Company
COLUMBUS, OHIO The Alling & Cory Company
DALLAS, TEXAS The Dism & Wing Paper Co.
DETROIT, MICH. Carter, Allen & Carpenter Paper Co.
DES MOINES, IOWA Clonick-Kirk Company
EVANSTON, ILL. Western Newspaper Union
FORT WORTH, TEXAS Zellbach Paper Company
FREDRICK, CAL. Clonick-Kirk Company
GLASSBORO, N.J. Zellbach Paper Company
GRAND RAPIDS, MICH. Quimby-Zellbach Company
GRANT FALLS, MONT. The John Leslie Paper Co.
HARTFORD, CONN. Henry Lindemeyer & Sons
HOUSTON, TEXAS L. S. Bowditch Company
INDIANAPOLIS, IND. Cincinnati Paper Company
JACKSONVILLE, FLA. Virginia Paper Company, Inc.
KANSAS CITY, MO. Midwestern Paper Company
LANSING, MICH. The Wauson Paper Company
LITTLE ROCK, ARK. Western Newspaper Union
LONG BEACH, CAL. Arkansas Paper Company
LOS ANGELES, CAL. Zellbach Paper Company
LOUISVILLE, KY. Miller Paper Company, Inc.
LYNCHBURG, VA. Caskie Paper Company, Inc.
MILWAUKEE, WIS. The W. F. Steele Paper Co.
MINNEAPOLIS, MINN. The John Leslie Paper Co.
NEWARK, N. J. Henry Lindemeyer & Sons
NEW HAVEN, CONN. Lathrop Paper Company, Inc.
NEW YORK CITY. Horn & Bennett Company
Horn & Bennett Company
Henry Lindemeyer & Sons
Lathrop Paper Company, Inc.
The Alling & Cory Company
J. E. Linde Paper Company
The Cuddeh Paper Company
Zellbach Paper Company
OAKLAND, CAL. Western Newspaper Union
OKLAHOMA CITY, OKLA. Field-Hamilton-Smith Paper Co.
OKLAHOMA, N.E. D. L. Ward Company
PHILADELPHIA, PA. The J. L. N. Smythe Company
PITTSBURGH, PA. C. M. Rice Paper Company
PORTLAND, ME. The Alling & Cory Company
PORTLAND, ORE. Zellbach Paper Company
RADIO, N.Y. Zellbach Paper Company
RICHMOND, VA. B. W. Wilcox Paper Company
ROCHESTER, N. Y. The Alling & Cory Company
SACRAMENTO, CAL. Zellbach Paper Company
ST. LOUIS, MO. Beaman Paper Company
ST. PAUL, MINN. The John Leslie Paper Co.
SALT LAKE CITY, UTAH Zellbach Paper Company
SAN DIEGO, CAL. Zellbach Paper Company
SAN FRANCISCO, CAL. Zellbach Paper Company
SAN JOSE, CAL. Zellbach Paper Company
SEATTLE, WASH. Zellbach Paper Company
SHERBORNE, ILL. Louisiana Paper Company, Ltd.
SPRINGFIELD, MASS. Zellbach Paper Company
STOCKTON, CAL. The Paper House of New England
TORONTO, CAN. Zellbach Paper Company
TORONTO, CAN. Midwestern Paper Company
TULSA, OKLA. Tulsa Paper Company
WACO, TEXAS Clonick-Kirk Company
WASHINGTON, D. C. Standard Paper Company
YAKIMA, WASH. Zellbach Paper Company

EXPORT AND FOREIGN

NEW YORK CITY National Paper & Type Co.
ARGENTINE (BUENOS AIRES) National Paper & Type Co.
ARGENTINE (ROSARIO) National Paper & Type Co.
BRITISH WEST INDIES National Paper & Type Co.
CUBA (HAVANA) National Paper & Type Co.
MEXICO (GUADALAJARA, MEXICO) National Paper & Type Co.
MEXICO (MONTREY, MEXICO) National Paper & Type Co.
PERU (LIMA) National Paper & Type Co.
URUGUAY (MONTEVIDEO) National Paper & Type Co.
AUSTRALIA (MELBOURNE, MELBOURNE, SYDNEY) B. J. Ball, Ltd.
NEW ZEALAND (AUCKLAND) B. J. Ball, Ltd.
HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.
Agents for Zellbach Paper Company
PHILIPPINE ISLANDS (MANILA) A. C. Tarascan Philippine Corporation



when good booklets tell your story

AFTER your salesrooms are closed, your selling can continue in the *private* sales-room—in *his* home. The attractive features of an automobile, or a radio, or a bath tub, or a trip to Cuba are enhanced when leisure stimulates imagination and a booklet guides it.

A good booklet can make a living room your salesroom. Good booklets can sell for your salesmen in the overtime hours. Have you such booklets? Are they fair to your good products? Do they explain, in detail, those *very new features* that make your products particularly desirable? If you are interested in suggestions for improving your printed sales literature, get two books offered (free) by S. D. Warren Company. Write for them, and read them. Then call in a good printer to help you plan for efficient use of the printing processes—his experience will be worth most to you if you consult him right at the start.

A good printer will be likely to advise you to present the vital points of your sales story in pictures, and to print the pictures on one of

Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and colors.

Take the first step now. Write for the two Warren books. S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER—BETTER PRINTING



Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

FIG. 64.—An advertisement in which the manufacturer gives the list of dealers and the cities in which they are located. See page 464.

The manufacturer of Warren's Papers on page 463 shows cooperation with the dealers by publishing their names. This is possible only where the list of dealers is comparatively small.

LOCAL ADVERTISING

Local advertising is somewhat more intimate than magazine advertising and is likely to be very favorably looked upon by the retailer. In newspaper advertising there is an opportunity to print dealers' names and addresses at the bottom of the advertisements and the same opportunity exists in streetcar and outdoor advertising, provided only one or a few dealers handle the product in that community.

Sometimes the manufacturer pays the total expenses and sometimes the dealer shares the expense with him, according to the agreements made. It is a common practice for manufacturers to send to the dealer matrices of cuts and complete advertisements which the dealer may use.

WINDOW AND STORE DISPLAY

A dealer's window is an important advertising medium and if the manufacturer can help the retailer trim it so as to display his goods he will reap the benefit. All kinds of window cutouts, cards, motion devices, diagrams, and pictures of window displays are sent to the retailer, and there are window-display men representing the manufacturer who travel around the country for the purpose of putting in window displays. The same thing is true of interior displays and demonstrations. Skilled artists, decorators, and demonstrators are often employed by manufacturers to assist retailers. Some manufacturers send to dealers enlarged reproductions of their national advertisements, mailing them so that they can be put in the window when the magazine is issued. An effective motion display is shown on page 380.

DIRECT ADVERTISING

Booklets, folders, envelope stuffers, form letters, and in fact every kind of direct advertising to be handed out to customers or to be sent to them through the mail are furnished to dealers by manufacturers. Sometimes a small charge is made to ensure the manufacturer that they will actually be used and not thrown away, but usually they are furnished free with the dealer's name printed on them. If furnished free, the manufacturer should see to it that the retailer appreciates the cost of such printed matter and uses it to the best advantage.

TURNING OVER INQUIRIES

As a result of national advertising a large number of persons write to the factory or executive office, asking for booklets and samples or otherwise inquiring about the article or its use. Such inquiries are usually turned over to wholesalers or retailers in the locality from which they came. These often develop into sales when properly followed up.

TRADE-JOURNAL ADVERTISING

Trade-paper advertising by manufacturers may be said to come at least in part under the head of dealer helps. In a brief way the manufacturer tells of his advertising campaigns just as he did in the portfolios mentioned above. He makes timely announcements to retailers and tells them about special deals, prize contests, window displays, and other things of interest and assistance to their business. An advertisement to typewriter dealers suggesting that they stock up to take advantage of the opening of schools is shown on page 312.

EDUCATIONAL WORK

The manufacturer of products sold through wholesalers and retailers spends a great deal of time and money in

educating the distributors and their salesmen. As a rule, wholesalers who handle hundreds of products will not pay any particular attention to one line unless a special effort is made. Many times manufacturers' salesmen will visit retailers along with the wholesalers' salesmen. Another way that manufacturers have to help retailers is to keep their retail salesmen informed and interested in various ways. They have even gone to the extent of opening schools for salesmen or sending them lessons through the mail, teaching them all about the product in question.

Manufacturers have gone so far as to install retail service departments that will furnish information to retailers upon almost every subject of importance to them, including advertising, credit systems, accounting methods, plans to increase business and to make larger profits. Dealers' house organs may be of great assistance if properly edited. They are read by both the dealer and his retail salesmen. Articles will be welcomed that will be of real service, articles that will give information about the product, how it is made, from what materials, what it will do for the buyer, how to show it to the best advantage, some experiences of other salesmen, with a bit of humor and some helpful illustrations.

There are a number of corporations, like the typewriter manufacturers, who operate their own branch stores, each in charge of a manager who hires salesmen to visit the prospects. These concerns are their own retailers or dealers. Their advertising departments are called upon to work in cooperation with the sales department in issuing helps of various kinds. Sales manuals are often published for salesmen of manufacturers, wholesalers, and retailers. Such manuals give complete instructions as to selling, a list of selling arguments, description of the article, rules of the house, and much other information a salesman should have. They are in fact textbooks from which salesmen can learn things it would take them years to acquire by experience.

Motion-picture slides showing the product, memoranda books, novelties, signs for the outside and the inside of

the store, stickers for packages, samples of goods where the manufacturer can afford to give samples away, counter racks, and other things are furnished dealers to help them sell goods.

PREFERENCES OF DEALERS

Without question too great a part of dealer helps find their way into the wastebasket and rubbish heap without being used. What kind of dealer helps will dealers use? What is the matter with some of the dealer helps that are being furnished by manufacturers? With the purpose of finding out the answers, representatives of *Printers' Ink Monthly*¹ visited stores, large and small, in towns and cities, to find out what the dealers liked and what they did not like about display material that was being furnished. All kinds of stores were included—food, drug, hardware, clothing, automotive, department stores.

It was found that there were 11 outstanding reasons why certain displays were used. In order of importance they were:

1. The display itself. If a new display, whether for windows, counter, ledge, shelf, floor, or outside the store, appeals to the dealer as being useful, beautiful, or striking, he will find room for it somehow.

2. Reputation. This factor includes both reputation of the company for fair dealing and reputation of the product. Examples of displays that come under this head are Coca-Cola, Frigidaire, Lucky Strike, Eastman Kodak.

3. Previous displays. Have the previous displays of the same company been effective and helped to sell goods?

4. Other advertising of the company, including tie-ups with national campaigns.

¹ "Point of Sale Advertising from the Dealers' Point of View," *Printers' Ink Monthly*, March, 1934.

5. Sales volume. It is natural for dealers to feature products having the greatest sales volume.

6. Profit. The dealer is intensely interested in the question of profit, and other things being equal will favor the product in which there is the largest profit.

7. Price cutting. Retailers do not like to feature articles sold almost entirely on price.

8. Cost of displays. Some manufacturers ask the dealer to pay part of the cost of displays. If the dealer does pay, those displays that are ordered will be used but dealers are likely to order less of them.

9. Was the display requested? Before the depression a great deal more material was sent out than was used. Little by little manufacturers started the practice of asking the dealer if he wanted the material. At present there is a shortage of displays so that advertisers need not worry about their not being used.

10. Assembling. Displays are usually shipped flat. If they are to be put together, adequate instructions should accompany them.

11. The influence of salesmen. Salesmen can be important factors in getting the dealer to use the material.

One of the questions asked in the survey was, "Should the display include the price?" In the grocery field the usual answer was "No." Many dealers want a space left on the display on which they can write their own price, which may be different from the usual price. In the drug field opinion was divided about half and half. If prices are pretty generally maintained there is no objection to including the price, but if the product is one which is subject to price cutting, the dealers do not like to have it included.

SELF-TEST QUESTIONS

1. Why is it important that the manufacturer should help the retailer to sell goods?

2. How do manufacturers help their dealers by means of national advertising?
3. How do manufacturers help their dealers by means of local advertising?
4. How do manufacturers help dealers increase the selling value of their windows and show cases?
5. How do manufacturers help their dealers by means of direct advertising?
6. How are inquiries resulting from national advertising handled?
7. How is trade-journal advertising turned to the advantage of the dealer?
8. What educational work can manufacturers do for the purpose of helping dealers?
9. How can house organs be made of service to dealers?
10. How can a manufacturing concern help its own branch offices?
11. What miscellaneous dealer helps can you mention?
12. What did the *Printers' Ink* survey disclose with respect to preferences of dealers in connection with dealer helps?

PROJECTS

1. Look through one or two editions of a local newspaper and see if you can find any advertisements that were, in your opinion, prepared for local dealers by the manufacturers of the products advertised. Clip out the advertisements and submit with each an explanation of why you think the advertisement is the work of the manufacturer and not a "home-prepared" advertisement.
2. Make a study of the most important store windows along a principal shopping street of your city. Make notes on the number, kind, and class of stores that have window displays that tie in with current advertising that you have heard on the radio or seen in newspapers or national magazines. Prepare a report based on your findings.
3. Go into two or three drugstores and see what articles you can observe on the counters, in the windows, on the walls, or elsewhere in plain sight that were furnished as dealer helps by (a) Coca-Cola, (b) Life Savers, (c) any other individual product. Write a report of your observations.

4. Go into two or three grocery stores and see if you can find evidences that the manufacturers of specific products are helping their dealers in a manner that has enlisted the dealer's cooperation. Look for window and counter displays, signs, merchandising containers, combination offers, articles placed "out in front" where they will catch the shopper's eye, tie-ins with national advertising, etc. Write a report of your observations.

CHAPTER XXX

ADVERTISING AS A VOCATION

No prescribed courses of study or training. Actual experience valuable. A broad general education helpful. Positions in agencies. Advertising departments of corporations. Advertising managers. The field for women. Kinds of work in the advertising field. How many are employed?

ADVERTISING is not a profession in the sense that law and medicine are professions. There are no recognized examining bodies and no prescribed rules of preliminary study and training to fit men and women for this vocation. So broad is the scope of advertising that it may be said that almost any kind of education and business experience will be helpful in some branch.

There are many avenues leading to positions in the advertising field. While a college education is extremely desirable, many individuals have made outstanding successes without it. Bright office boys in manufacturing and other corporations have been known to work their way into responsible advertising positions. Actual experience in an advertising department, study of books on advertising, and a willingness to work hard have brought good results for many who have been denied the advantage of higher education.

Preliminary training as a salesman either in a retail store or as representative of a manufacturer or wholesaler is productive of valuable experience which makes it possible to understand the viewpoint of the buyer. Many former newspaper reporters and editors will be found in advertising positions where their ability to write and to make investigations helps them in creative advertising.

A BROAD GENERAL EDUCATION HELPFUL

The advertising man should have a broad general education and, in addition, he will find that courses in general

business subjects such as are now offered in many schools and colleges are helpful. He cannot know too much about economics, finance, accounting, transportation, salesmanship, and other phases of business upon which advertising has a bearing. No matter what the preliminary education and training are, however, the recruit will probably be obliged to start at the bottom, as experience is demanded before promotions to better positions can be expected.

Many young people look forward to employment in an advertising agency. Without experience it is hard to get a start in this field. Agencies that have research departments, however, many times employ beginners to make calls on dealers and consumers in connection with field researches for clients. Whether the recruit wishes to remain in research work or not, he will gain a valuable experience in this contact with the consumer, retailer, and wholesaler. There are similar openings in organizations that specialize in research for agencies or for other clients.

POSITIONS IN AGENCIES

In advertising agencies will be found account executives, copy writers, layout experts, typographical experts, production managers, and, if the agency is large enough, specialists in various branches of business and finance. Agencies frequently specialize on accounts in one or a few special fields, such as mail order, direct mail, foods, automobiles, medical, or industrial.

Advertising departments of newspapers offer excellent opportunities to the beginner. Many times he starts in the classified department, where he may work up to the position of classified advertising manager. If he wishes a broader opportunity he may be transferred into the display department, where he will come in contact with retailers. He will have ample opportunity to write copy for some of his advertisers who cannot afford to hire an advertising man of their own.

A successful solicitor in the display advertising department of a newspaper is well on the way up. He may advance to the advertising managership of his or of some other paper. He may go with an agency or he may secure a position as advertising manager of a manufacturer.

National magazines employ salesmen of space to visit advertising agencies and advertising managers of concerns that advertise nationally. Most of these solicitors are men of experience who thoroughly know advertising, who have sales ability, good education, and strong personality.

The man of selling ability will find it comparatively easy to secure a position as a salesman of advertising for publishers of newspapers and magazines and for those whose business it is to solicit patronage for various advertising mediums.

ADVERTISING DEPARTMENTS OF CORPORATIONS

Advertising and sales-promotion departments of manufacturers of nationally distributed products furnish many openings for advertising men. Even though the company employs the services of an advertising agency to attend to the details of national advertising, there is always much work to be done in the fields of dealer helps, direct mail, and other sales promotion.

Ability to sketch is an asset for any advertising man, although it is not essential except for artists and layout men, who specialize in that branch of advertising and who have special talents in that direction. If the ordinary advertising man can sketch well enough to visualize an idea to a boss or a client he will find this ability helpful, although not essential.

DUTIES OF ADVERTISING MANAGERS

The advertising manager of a large corporation correlates the work of his department with that of the advertising agency. He assists in making the advertising budget and endeavors to see that it is not exceeded. With the sales manager and other executives in consultation with the agency he has a voice in determining schedules. He listens

to representatives of advertising mediums and in general supervises the advertising activities of the company. He keeps in touch with sales and other departments of the company, and studies the advertising of competitors and of others. In some organizations the advertising manager is called Director of Advertising or Director of Publicity. The number of employees in his department depends upon the size of the corporation and the amount of advertising they are doing.

THE FIELD FOR WOMEN

Quite a number of women will be found in advertising. Inasmuch as most of the purchasing for the family is done by women, women should be able to interpret feminine wants and to write convincingly about them. Agencies usually have one or more women on their staff, while department and retail stores many times employ women in this capacity. Many women have entered advertising through the medium of stenography, first securing a position as a stenographer and then working into the advertising end of the business. Many stenographers in advertising agencies have been able to earn a good living while picking up practical knowledge and gradually gaining experience.

POSITIONS IN THE ADVERTISING FIELD

Twenty-six positions were listed in a questionnaire originated by the Advertising Federation of America, as follows:

- | | |
|--------------------------------|------------------------------------|
| 1. Agency head | 10. Layout man |
| 2. Agency general executive | 11. Space buyer |
| 3. Account executive | 12. Assistant space buyer. |
| 4. Assistant account executive | 13. Mediums rate man. |
| 5. Publicity director | 14. Direct-mail specialist |
| 6. Copy chief | 15. Outdoor-advertising specialist |
| 7. Copy writer | 16. Radio-advertising specialist |
| 8. Art director | 17. Research director |
| 9. Artist | 18. Research assistant |

- | | |
|--------------------------------|-----------------------------------|
| 19. Publishers' representative | 23. Advertising manager |
| 20. Space salesman | 24. Assistant advertising manager |
| 21. Production manager | 25. Sales and advertising manager |
| 22. Production assistant | 26. Printing executive |

Following are classifications of kinds of work:

Buying:

1. Space
2. Services
3. Artwork
4. Engraving
5. Printing
6. Direct-mail advertising

Selling:

7. Space
8. Services
9. Artwork
10. Engraving
11. Printing
12. Direct-mail advertising

Creating:

13. Copy
14. Artwork
15. Layouts
16. Advertising campaigns
17. Merchandising plans
18. Direct-mail advertising
19. Displays

Performing:

20. Executive direction
21. Production management
22. Research work
23. Account contact work
24. Analysis of mediums
25. Publicity

HOW MANY ARE EMPLOYED?

It is often asked, "How many persons are employed in the advertising business?" In attempting to answer this question we face at the outset the difficulty of determining who is entitled to be called an advertising man. Most students will place in that category all those who work in advertising agencies, advertising departments of manufacturers, advertising departments of magazines, newspapers, and other mediums as well as commercial artists and commercial photographers. But the problem is more complicated than that. Before the advertisements which are included in all of the advertising mediums are ready for the eye or ear of the public, a vast amount of preparatory work must be done. Research staffs, artists, radio announcers devote all or part of their time to advertising. The man who paints a bulletin board and the man who pastes lithographic sheets on a poster board, are in the advertising business. The employ-

ees of photoengraving, electrotyping, and printing plants are for the most part in the advertising business. All of the sellers of space for newspapers, magazines, and radio stations must be included. Nor can we exclude the man who drives a sign-covered truck through the streets, or his companion who, through a loud speaker, broadcasts throughout the city streets a noisy invitation to the world to take advantage of the unparalleled bargains at the store of the XYZ Company. The list is almost endless. Any estimate, therefore, as to the number of people engaged in the advertising business must be more or less a guess. However, many guesses have been made, ranging all the way from 500,000 to 1,000,000.

SELF-TEST QUESTIONS

1. Why may we not call advertising a profession?
2. What kind of experience is said to be helpful?
3. What is said about a college education?
4. How do beginners frequently start in advertising agency work?
5. Name some of the positions found in advertising agencies.
6. What department of a newspaper often employs beginners?
7. What opportunities are there for men of selling ability who understand advertising?
8. What is said in the text about the ability to sketch?
9. What are the duties of an advertising manager of a large corporation?
10. What are the opportunities for women in advertising?
11. How does the Advertising Federation of America classify the kinds of work in the advertising business?

PROJECTS

Below are projects which the instructor can assign. The size of the town and the abundance or scarcity of advertising work in the locality will necessarily have a bearing on the assignments and the data which the students will collect. The instructor should be cautioned against sending too many students to visit

the same concern. There is an excellent opportunity in medium-sized localities to assign each member of the class to a different company and afterward to combine all the reports into a complete survey of the town.

1. See the advertising managers of all the local newspapers and find out how many persons are employed in the advertising departments and of what their duties consist. Ask the managers how many vacancies are likely to occur in the next year and how he would fill them. What would they require as to age, previous experience, education, natural ability, personality?

2. Survey all of the advertising agencies, find out the number of employees and what they do. Ask the same questions suggested for advertising managers.

3. Visit the advertising managers of any magazines that may be published in your locality and in general ask the same questions as above.

4. Among other concerns where advertising men and women are employed are: radio stations, producers of printing, letter shops, commercial photographers, photoengravers, electrotypers. Interesting information can be secured from all.

APPENDIX A

BUSINESS RESEARCH

Corporations which do not have the facilities to do their own research may employ one of several recognized research organizations, as for instance the Ross-Federal Research Corporation, which advertises that it will make "a complete study of the following departments of your business" as follows:

1. Your Company

a. The present status of the industry of which your company is a part.

b. Future outlook for the industry.

c. Position of your company in the industry.

d. Status of your company with consumers, expressed in good will and prestige.

2. Your Product

a. Intrinsic merits of your products and its suitability to the market.

b. Present uses of your product and potential new uses.

c. Attractiveness, distinctiveness, and memory value of your trade-mark and trade name.

d. Utility, eye appeal, and merchandising value of your package or container.

e. Appropriateness of your price from the standpoint of the consumer and competing products.

3. Your Competition

a. Your company's chief competitors and their relative importance.

b. Extent of distribution enjoyed by competing products.

c. Marketing policies and sales methods of competitors.

- d.* Good will and prestige commanded by competing products.
- e.* Basis of competition.

4. Your Market

- a.* Nature of your customers.
- b.* Location of your customers.
- c.* Number of your customers.
- d.* What induces them to buy?
- e.* What prevents them from buying?

5. Your Distribution

- a.* Customary practices in marketing competing products.
- b.* Comparative efficiency of possible channels of distribution.
- c.* Comparative value of different sales practices.

6. Your Sales

- a.* Efficiency of individual salesmen.
- b.* Effectiveness of various systems of remuneration.
- c.* Outstanding sales methods and arguments used by your salesmen.
- d.* Economical methods of routing salesmen in the field.
- e.* Effectiveness of systems to stimulate salesmen.
- f.* Degree of coordination existing between your advertising and selling effort.
- g.* Analysis of the salesman's job.

7. Your Dealers

- a.* Dealer's attitude toward your company brand.
- b.* Efficiency of dealer and his salespeople.
- c.* Ways in which your company can help dealers sell more goods.
- d.* Size and progressiveness of dealers.
- e.* Attitude of dealers toward your advertising and display material.
- f.* Extent of dealer's activities in private brands.

8. Your Advertising

- a.* Size of your advertising appropriation.
- b.* Type of mediums used.

Ross-Federal studies also include:

1. Consumer Studies

a. Determination of attitude, habits, and preferences of the consumer through personal interviews, telephone inquiry, and occasionally, mail questionnaires.

b. Recognition and acceptance of brand names and trademarks.

c. Testing and usability of packages; acceptance of appearance and appeal.

d. Advertising and copy testing to measure sales effectiveness and recognition.

e. Consumer use testing of products.

f. Consumer home inventories.

g. Radio coincidentals to check program reactions of listening audience for sales value.

h. Public relations.

2. Wholesale and Retail Studies

a. The study of product distribution by brand, brand ranking.

b. Inventory and sales turnover.

c. Dealer attitude toward sales and merchandising policies, contests, premiums, deals, and general effectiveness.

d. Confidential reports on retailers according to classification, business volume, location, etc.

e. The placement of displays at point of sale; checks on position and upkeep, and life of window and store displays.

f. Dealer education on promotional material and sales policies.

g. Dealers' reactions to advertising.

h. Gaining of dealer cooperation for product.

i. Certified traffic audits to determine desirability of locations.

j. Checking of outdoor advertising placement for position, visibility, circulation, and condition.

3. Point-of-Sale Studies

a. The determination of products pushed by dealers, brand switching; lost sales; general character of outlets; comparative pricing; price maintenance; wholesalers' observance of price schedules.

b. Check on your salesmen: nature and effectiveness of sales story; ethics and procedure.

c. Confidential shopping.

A CHECK LIST FOR SURVEY

The Committee on Research of the American Association of Advertising Agencies, commonly referred to as the "4 A's," framed the following questions to serve as a check list of the most important points that should be used in appraising research:

1. Who made the survey?

Complete information should be given regarding the names of the organizations or individuals who conducted the survey, made the tabulations, and interpreted the results, together with their qualifications and the extent of their interest, if any, in the findings.

2. Does the title indicate exactly the scope of the survey?

No report should be given a title which suggests more than the results justify.

3. Does the report contain all pertinent data as to how, when, and where the survey was made?

The following information should be furnished:

a. Reason for making the study.

b. Who financed it.

c. Exact period of time covered in collection of data.

d. Date of issuance or publication.

e. Definition of terms used.

f. Copies of questionnaires and instructions.

g. How field work was conducted and supervised.

h. List of localities where information was gathered, together with number of calls in each locality, and how calls were divided among different sections and different strata of the population.

i. Actual data, as well as percentages and averages.

j. Explanation of bases on which percentages are figured.

k. Sources of collateral data.

l. Description of statistical methods used, together with reasons for using.

4. Is the sample a representative cross section?

(Size alone is no guarantee of representativeness; 1,000 interviews properly placed may be a better cross section than 10,000 poorly distributed.)

If results are obtained in one city or section or are concentrated too heavily in one group or locality, they should not be projected as a sample of the entire market, unless justification for such action is established by adequate evidence.

If replies of a special group, such as certain readers or listeners, are used as base, it should be made clear that they do not represent the views or habits of others, such as nonreaders or nonlisteners.

The sample should be properly proportioned to reflect the entire group studied as to age, standards of living, geographical distribution, and occupations. (Even women differ as between the home and employed classifications.)

Each individual group (age, standards of living, locality, brand users, readers, listeners, etc.) analyzed should also be representative of its own group.

The parts should be in proportion to each other so that when put together they present a true picture of the whole.

5. Is the sample large enough?

Lack of adequate sample is one of the commonest weaknesses in market research.

There is no rule that can be laid down to cover all cases.

However, adequateness of the whole sample can be demonstrated:

a. By showing that when results are divided into groups, such as the first 200 or 300, the second 200 or 300 etc., a point has been

reached where the blocks show similar patterns so that results are not materially changed by the addition of more instances.

b. By checks against known facts.

c. By collateral facts such as surveys from other reliable sources.

If the sample is broken down into ages, standards of living, localities, users of brands, readers and listeners, or other parts of the whole, each component so studied must also be adequate in size.

6. Are percentages figured for groups or classes that contain too small a number of instances?

It often happens that although there may be enough data to furnish an adequate total, breakdowns into income groups, or geographical sections, or other forms of groupings, leave too few instances in individual classes to justify figuring of percentages. In other words, the sample becomes too small when broken into parts. When such breakdowns are used, actual figures should be furnished.

7. Are percentages of increase figured on ample bases?

Percentages of increase are frequently figured on such small numbers as to be entirely misleading. This is a common error in the case of sales of new products, circulation and advertising increases, etc. Actual figures should be used in such cases.

8. Was information obtained by mailed questionnaires?

Information obtained by mail usually does not represent a true cross section of the market or of the population. When data have been obtained in this way, proof should be furnished that the questions are of such a nature, and that sufficient safeguards have been set up to ensure representative replies.

9. Is causal relationship attributed to one single factor, when other contributing factors are present?

It must either be proved that all other factors are held constant, or allowance must be made for the other variable factors.

10. If questionnaires were used, were questions such as to yield fair and adequate answers?

Care must be taken in interpreting the answers to questions that are too general, that suggest answers, or that are subject to biased replies.

11. Was information gathered of such a nature that the memories of the people interviewed might have resulted in inaccuracies as to fact?

When any of the so-called "recall" or "recognition" methods is used, the results should be looked upon primarily as a measure of the impressions of the people interviewed, rather than as a measure of facts, unless it can be proved that such impressions correspond with such facts.

12. Can type of information obtained (either by interview or by mail) be relied on as accurate?

Questions involving income, personal expenditures, personal pride or prejudice, reading habits, education, etc., often do not yield correct answers.

13. Have any original or unique statistical devices been employed?

When devices are used, for which there is no well-established, published authority, adequate explanation of the method should be presented, and proof must be furnished that the method is valid.

14. Are charts misleading?

In graphic presentations, the titles must be clear, scales must not be exaggerated, the vertical scales should start with zero (except in special cases, as in index numbers that fluctuate over and under 100), curves must be clearly labeled (or easily compared with distinct legends), and simplicity should be the main objective.

APPENDIX B

ANALYSIS OF INQUIRIES

An outstanding research was that made by Dr. Daniel Starch and published in a pamphlet entitled *An Analysis of Over 3,000,000 Inquiries Received by 98 Firms from 2,339 Magazine Advertisements*.

Dr. Starch's findings constitute one of the most valuable contributions ever made in the advertising field. Through the cooperation of the advertisers Dr. Starch was able to check actual results with respect to coupons and inquiries received from published advertisements. His summary of results follows:

1. The results show that inquiries are on the whole a reliable measure of the sales effectiveness of advertisements. This is true for advertisements which place approximately equal emphasis on securing responses.
2. The average number of replies received per page black-and-white advertisement per 100,000 circulation is 225.3.
3. The number of inquiries was almost exactly proportional to the size of the advertisements. There was a slight advantage in favor of the smaller advertisements. This may have been due to the fact that the smaller advertisements as a rule tended to put more emphasis on securing a response.
4. Advertisements containing coupons to which there was a charge attached brought 63 per cent as many replies as advertisements containing free coupons. Advertisements containing no coupons brought 67 per cent of this number of replies or 40 per cent as many replies as advertisements containing free coupons.
5. Colored advertisements brought 57 per cent more replies than black-and-white advertisements of the same size and character.
6. Advertisements inserted on right-hand pages of magazines brought 14 per cent more replies than similar advertisements on left-hand pages.

7. Advertisements in monthly magazines brought 46 per cent of their total replies during the first month after the insertion of the advertisement. For each of the next three succeeding months, the replies were found to average about half the number received during the immediately preceding month. The same statement holds true by weeks instead of months for advertisements inserted in weekly magazines.

8. Approximately twice as many replies were received in February and October as in July and December for the same amount of advertising.

9. Advertisements of drug products brought approximately twice as many replies as advertisements of food products, other factors being equal.

10. Double-page advertisements brought nearly twice as many replies as single-page advertisements. Back-page advertisements brought 44 per cent more replies than inside pages.

11. Advertisements in women's magazines brought more than twice as many replies (per 100,000 circulation) as advertisements in general magazines. This may be partly due to the fact that the advertisements in the women's magazines stressed the response more.

12. The strongest advertisements were personal, concrete, and direct in wording and contained high-grade artwork. They usually pictured the product in use in the home or in a familiar setting and usually appealed to some strong primary instinct such as appetite, pride, and so on.

13. The weakest advertisements were notable for their general or diffuse wording and for poor artwork. The significance of the illustration and the meaning of the text were usually harder to grasp and the appearance of the advertisements was less pleasing.

APPENDIX C

HOW TO FILL A GIVEN SPACE

The copy writer often faces the question "How many words must be written to fill the space at my disposal?" This question may apply to an entire advertisement or to a section. Two methods may be suggested.

1. *The typewriter method.* We have seen that an inch in depth is 72 points. If the type is to be set solid, the number of lines that can be set in a space 1 inch deep will be:

6-point.....	12	lines
8-point.....	9	lines
10-point.....	7+	lines
12-point.....	6	lines
14-point.....	5+	lines

If leads are used between the lines, allowance must be made. It is well to remember that type should not have a crowded appearance and that a less number of lines than will actually fill the space will make a better looking advertisement. If we know how many letters and spaces the type face we intend to use will run to a line the width we want, we can set the marginal stops of our typewriter so that every line written will exactly equal a line of printer's type.

For example, we want to fill a space 3 inches wide and 1 inch deep with 12-point Caslon Old Style. We find by counting a 3-inch line in a style sheet of Caslon, or in an advertisement already printed, that it will take about 40 letters and spaces. Set the stops on the typewriter so that its writing line will be 40 spaces long. We know from the above table that we must write 6 lines to fill the space.

To use this method effectively the copy writer should make up a table showing how many letters to the line each type face that he uses will run. Almost every face will show a different result, but with the scale determined it will be easy to set the typewriter. An easy method of making a scale is to find some of the size and face type desired and copy it on the typewriter. Then by comparing the typewritten line with the printed line, note how many letters and spaces you have typewritten to make 1 inch, $1\frac{1}{2}$, 2, 3, or any width you want of the printed matter.

2. *The square-inch method.* This requires a knowledge of how many words will go in a square inch and how many square inches there are to be filled. The following table will give an approximate number of words of average length that will go in a square inch, if Caslon, Cheltenham, or a similar body type is used.

Points	Words per Square Inch (solid)
6.....	45
8.....	30
10.....	14
14.....	10
18.....	6

By use of this table and by measuring the area of the space as nearly as possible it will be easy to approximate the number of words needed. The table is based on solid matter. If leads are used, due allowance must be made. Frequently where a certain message must be told in a certain space, the copy will be written and the words counted. By referring to the table, the writer can tell what point type it will go in.

The experienced copy writer many times can, without computation or reference to tables, tell how many words will fill a given space. One glance at the space is enough. He writes until something tells him to stop and he generally finds that his "hunch" has not deceived him.

3. *Estimating copy for a booklet.* Often a problem like this is presented: What size of type should be used to set up a 16-page booklet with type page 4 by 6 inches if the typewritten copy fills 24 pages, 6 by 10 inches, double spaced? To solve this problem we must first know that the ordinary typewriter with "pica" type writes 60 letters single spaced and 30 double spaced to the square inch. Second, we must have a table showing how many letters there are to the square inch of whatever type face we want to use. The following shows the number of letters which Caslon Old Style takes to the square inch:

Point	Solid	Leaded
8.....	141.....	110
10.....	101.....	87
12.....	68.....	57
14.....	49.....	41

Coming back to the problem, we find that 24 pages, 6 by 10 inches, contain 1,440 square inches. As the matter is double spaced, we multiply by 30 to get the number of letters, which is 43,200. The booklet would contain 384 square inches of type. Divide 43,200 by 384 and we have 112. Referring to the above table we find that 10-point Caslon will take 101 letters solid to the inch. This is the size, therefore, that we would select. If we wanted it leaded, we would use 8-point.

4. *Size of type in relation to length of line.* There is a closely defined relation between the size of type and the length of the line. Small type set clear across a page, for instance, is hard to read. Following is a table showing the length of line beyond which the size of type indicated becomes hard to read:

Size of Type	Length of Line
8-point.....	2½ inches
10-point.....	3½ inches
11-point.....	4½ inches
12-point.....	5 inches
14-point.....	7 inches
18-point.....	10 inches

5. *Size of type in relation to headlines.* An advertising manager of a department store uses the following table, showing the relative sizes of headlines and body matter:

1	Col.—Headline 10-point, Text 6-point
1	Col.—Headline 12-point, Text 8-point
1	Col.—Headline 14-point, Text 10-point
2	Col.—Headline 18-point, Text 12-point
2	Col.—Headline 24-point, Text 12-point
2	Col.—Headline 30-point, Text 14-point
3	Col.—Headline 24-point, Text 12-point
3	Col.—Headline 30-point, Text 14-point
4	Col.—Headline 36-point, Text 14-point
4	Col.—Headline 48-point, Text 18-point
5	Col.—Headline 48-point, Text 18-point
5	Col.—Headline 60-point, Text 18-point

The above table would not necessarily apply to small advertisements of retailers standing alone. If, for instance, a one-column advertisement were used, a much larger headline than 10- to 14-point might be advisable to attract initial attention.

APPENDIX D

CONSUMER INCOMES

The National Resources Committee made for the United States government a study of incomes which was published in 1938. At the time the study was made (1935-1936) it was estimated that the annual income of American consumers was \$60,000,000,000. It was found that the median family income was \$1,160 a year, about \$22 a week. One half of the families received more than that amount and one half less. Two thirds of the families received less than \$1,500 a year. Deducting families on relief, six of every ten lived in urban communities.

The study further showed that 50 per cent of the families whose incomes are above the median, account for 70 per cent of all sales in the United States. The table below shows the annual expenditures by both upper and lower half families for various commodities and services:

Commodity	Upper Half	Lower Half
Food.....	\$730.98	\$389.48
Housing.....	519.15	295.57
Clothing.....	229.05	67.54
Automobile.....	145.20	17.15
Household operation.....	116.85	29.59
Medical care.....	106.70	36.53
Gifts, taxes, etc.....	90.53	12.25
Amusement, recreations equipment.....	71.93	15.86
Furnishing equipment.....	66.85	16.92
Other transportation.....	50.82	26.27
Personal care.....	48.01	20.32
Tobacco.....	47.13	19.87
Reading.....	24.28	11.15
Education.....	20.39	2.35
Other items.....	10.96	1.40

APPENDIX E

RESOLUTION PASSED BY NATIONAL ASSOCIATION OF BROADCASTERS

The following resolution was adopted at the seventeenth annual convention of the National Association of Broadcasters:

To clarify the phrase "accepted standards of good taste" and the canons of good practice set forth in the N.A.B. Code, therefore be it RESOLVED:

That member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune telling, mind reading, or character reading, by handwriting, numerology, palm reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester," tip sheet, or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state, and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive, or grossly exaggerated.
11. Continuity which describes, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions, or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

APPENDIX F

DISTRIBUTION OF RADIO SETS

The Joint Committee on Radio Research makes a detailed survey every two years. As of Jan. 1, 1938, the committee reported the following facts with respect to the distribution of radio sets. No account is taken here of automobile or portable sets.

States	All Radio Families	All Radio Families Are This Per Cent of All Families ¹
Alabama.....	375,200	56
Arizona.....	79,600	77
Arkansas.....	254,800	51
California.....	1,719,800	95
Colorado.....	233,500	81
Connecticut.....	402,100	92
Delaware.....	57,600	86
District of Columbia.....	152,900	91
Florida.....	297,900	67
Georgia.....	370,800	52
Idaho.....	98,700	80
Illinois.....	1,857,100	90
Indiana.....	816,800	87
Iowa.....	577,800	85
Kansas.....	367,800	73
Kentucky.....	494,900	70
Louisiana.....	297,400	58
Maine.....	201,100	91
Maryland.....	355,100	87
Massachusetts.....	1,019,200	92
Michigan.....	1,122,200	92
Minnesota.....	556,900	85
Mississippi.....	207,000	42
Missouri.....	822,800	77
Montana.....	114,600	81
Nebraska.....	284,100	81
Nevada.....	28,500	95
New Hampshire.....	124,400	92
New Jersey.....	1,022,500	93
New Mexico.....	62,300	61
New York.....	3,132,300	93
North Carolina.....	408,600	55
North Dakota.....	119,600	77
Ohio.....	1,641,500	92
Oklahoma.....	454,300	73
Oregon.....	285,400	95
Pennsylvania.....	2,206,400	90
Rhode Island.....	155,500	92
South Carolina.....	207,300	51
South Dakota.....	132,900	80
Tennessee.....	459,900	67
Texas.....	1,033,500	68
Utah.....	111,000	90
Vermont.....	88,600	90
Virginia.....	400,200	65
Washington.....	443,300	95
West Virginia.....	384,300	84
Wisconsin.....	612,700	83
Wyoming.....	49,800	80
Total United States.....	26,666,500	82

¹ The total number of families in the United States is given as 32,641,000, of which 18,920,000 are urban and 13,721,000 are rural.

APPENDIX G

RADIO ADVERTISING RATES

In its rate card issued July 15, 1940, Columbia Broadcasting System gave the following rates and other data:

BASIC NETWORK
MINIMUM: 26 CITIES
Including the following 23

City	Time Zone	Full Hour		Half Hour		Quarter Hour	
New York.....	E†	\$1,350	\$675	\$810	\$405	\$540	\$270
Akron.....	E	190	95	114	57	76	38
Baltimore.....	E	300	150	180	90	120	60
Boston.....	E†	475	238	285	143	190	95
Buffalo.....	E†	350	175	210	105	140	70
Cedar Rapids.....	C	225	113	135	68	90	45
Chicago.....	C†	825	413	495	248	330	165
Cincinnati.....	E	425	213	255	128	170	85
Cleveland.....	E	350	175	210	105	140	70
Des Moines.....	C	220	110	132	66	88	44
Detroit.....	E	700	350	420	210	280	140
Hartford.....	E†	190	95	114	57	76	38
Indianapolis.....	C	200	100	120	60	80	40
Kansas City.....	C	325	163	195	98	130	65
Lincoln.....	C	200	100	120	60	80	40
Louisville.....	C	475	238	285	143	190	95
Omaha.....	C	175	88	105	53	70	35
Philadelphia.....	E†	600	300	360	180	240	120
Pittsburgh.....	E†	375	188	225	113	150	75
Providence.....	E†	240	120	144	72	96	48
St. Louis.....	C	575	288	345	173	230	115
Syracuse.....	E†	220	110	132	66	88	44
Washington.....	E	375	188	225	113	150	75

Plus at least three of the following optional cities:

Albany.....	E†	\$175	\$88	\$105	\$53	\$70	\$35
Columbus.....	E	175	88	105	53	70	35
Dayton.....	E	175	88	105	53	70	35
Harrisburg.....	E†	175	88	105	53	70	35
Rochester.....	E†	175	88	105	53	70	35
Total, 26 cities.....	..	\$9,885	\$4,949	\$5,931	\$2,972	\$3,954	\$1,977

(Only three optional cities are included in above totals.)

INTRODUCTION TO ADVERTISING

BASIC SUPPLEMENTARY GROUP. 23 CITIES
Available individually with Basic Network

City	Time Zone	Full Hour		Half Hour		Quarter Hour	
Atlantic City.....	E†	\$100	\$50	\$60	\$30	\$40	\$20
Bangor.....	E†	125	63	75	38	50	25
Binghamton.....	E†	125	63	75	38	50	25
Ithaca ¹	E†	50	25	30	15	20	10
Burlington.....	E†	100	50	60	30	40	20
Charleston, W. Va.....	E	170	85	102	51	68	34
Evansville.....	C	125	63	75	38	50	25
Fairmont.....	E	125	63	75	38	50	25
Milwaukee.....	C	190	95	114	57	76	38
New Haven-Waterbury...	E†	125	63	75	38	50	25
Parkersburg.....	E	100	50	60	30	40	20
Peoria.....	C†	175	88	105	53	70	35
Portland, Me.....	E†	125	63	75	38	50	25
Scranton.....	E	175	88	105	53	70	35
South Bend.....	C†	125	63	75	38	50	25
Springfield, Mass.....	E†	150	75	90	45	60	30
Springfield, Vt.....	E†	125	63	75	38	50	25
Topeka.....	C	200	100	120	60	80	40
Utica.....	E†	125	63	75	38	50	25
Wheeling.....	E	190	95	114	57	76	38
Wichita.....	C	175	88	105	53	70	35
Worcester.....	E†	175	88	105	53	70	35
Youngstown.....	E	170	85	102	51	68	34
Group Total.....	..	\$3,245	\$1,620	\$1,947	\$980	\$1,298	\$649

¹ Available along with Binghamton.

SOUTHWESTERN GROUP. 7 CITIES

Available with the Basic Network in a group of not less than four of the following cities one of which must be Shreveport

City	Time Zone	Full Hour		Half Hour		Quarter Hour	
Dallas.....	C	\$400	\$200	\$240	\$120	\$160	\$80
Houston.....	C	250	125	150	75	100	50
Oklahoma City.....	C	225	113	135	68	90	45
San Antonio.....	C	225	113	135	68	90	45
Shreveport.....	C	275	138	165	83	110	55
Tulsa.....	C	165	83	99	50	66	33
Wichita Falls.....	C	125	63	75	38	50	25
Group Total.....	..	\$1,665	\$835	\$999	\$502	\$666	\$333

SOUTHCENTRAL GROUP. 12 CITIES
Available individually with Basic Network

City	Time Zone	Full Hour		Half Hour		Quarter Hour	
Atlanta.....	C†	\$225	\$113	\$135	\$68	\$90	\$45
Birmingham.....	C†	175	88	105	53	70	35
Chattanooga.....	C	140	70	84	42	56	28
Columbus, Ga.....	C	100	50	60	30	40	20
Knoxville.....	C	140	70	84	42	56	28
Little Rock.....	C	165	83	99	50	66	33
Macon.....	E	125	63	75	38	50	25
Memphis.....	C†	250	125	150	75	100	50
Meridian.....	C	100	50	60	30	40	20
Montgomery.....	C	125	63	75	38	50	25
Nashville.....	C	240	120	144	72	96	48
New Orleans.....	C	400	200	240	120	160	80
Group Total.....	..	\$2,185	\$1,095	\$1,311	\$658	\$874	\$437

SOUTHWESTERN GROUP. 10 CITIES
Available with the Basic Network in a group of not less than four of the following cities

City	Time Zone	Full Hour		Half Hour		Quarter Hour	
Anderson.....	E	\$100	\$50	\$60	\$30	\$40	\$20
Asheville.....	E	125	63	75	38	50	25
Augusta.....	E	100	50	60	30	40	20
Charleston, S. C.....	E	125	63	75	38	50	25
Charlotte.....	E	350	175	210	105	140	70
Durham.....	E	100	50	60	30	40	20
Greensboro.....	E	125	63	75	38	50	25
Richmond.....	E	350	175	210	105	140	70
Roanoke.....	E	125	63	75	38	50	25
Savannah.....	E	150	75	90	45	60	30
Group Total.....	..	\$1,650	\$827	\$990	\$497	\$660	\$330

INTRODUCTION TO ADVERTISING

FLORIDA GROUP. 4 CITIES

Available as a group with Basic Network and Southeastern Group

City	Time Zone	Full Hour		Half Hour		Quarter Hour	
Jacksonville.....	E	\$130	\$65	\$78	\$39	\$52	\$26
Miami.....	E	165	83	99	50	66	33
Orlando.....	E	125	63	75	38	50	25
Tampa.....	E	165	83	99	50	66	33
West Palm Beach.....	E	Bonus Station with Florida Group					
Group Total.....	..	\$585	\$294	\$351	\$177	\$234	\$117

C.B.S. CANADIAN GROUP.¹ 2 CITIES

Available individually with Basic Network

City	Time Zone	Full Hour		Half Hour		Quarter Hour	
Montreal.....	E†	\$250	\$125	\$150	\$75	\$100	\$50
Toronto.....	E†	325	163	195	98	130	65
Group Total.....	..	\$575	\$288	\$345	\$173	\$230	\$115

¹ In addition to Montreal and Toronto, the 31 stations of the Canadian Broadcasting Corp. are available to C.B.S. advertisers.

NORTHWESTERN GROUP. 8 CITIES

Available individually with Basic Network, except that Sioux City-Yankton must be used when Minneapolis is used

City	Time Zone	Full Hour		Half Hour		Quarter Hour	
Davenport.....	C	\$125	\$63	\$75	\$38	\$50	\$25
Duluth.....	C	125	63	75	38	50	25
Hibbing & Virginia, Minn. ¹	C	50	25	30	15	20	10
Green Bay.....	C	125	63	75	38	50	25
La Crosse.....	C	125	63	75	38	50	25
Mason City.....	C	100	50	60	30	40	20
Minneapolis-St. Paul.....	C	525	263	315	158	210	105
Sioux City-Yankton.....	C	250	125	150	75	100	50
Group Total.....	..	\$1,425	\$715	\$855	\$430	\$570	\$285

¹ Available only with Duluth.

APPENDIX G

499

MOUNTAIN GROUP. 8 CITIES Available individually with Basic Network¹

City	Time Zone	Full Hour		Half Hour		Quarter Hour	
Denver.....	M	\$225	\$113	\$135	\$68	\$90	\$45
Col. Spgs. ²	M	50	25	30	15	20	10
Salt Lake City.....	M	350	175	210	105	140	70

The following stations available individually with Mountain or Pacific Coast groups

Albuquerque and Santa Fe	M	\$100	\$50	\$60	\$30	\$40	\$20
El Paso.....	M	215	63	75	38	50	25
Great Falls ³	M	100	50	60	30	40	20
Missoula ³	M	100	50	60	30	40	20
Phoenix and Tucson.....	M	140	70	84	42	56	28
Group Total.....	..	\$1,190	\$596	\$714	\$358	\$476	\$238

¹ When the Pacific Coast and the Basic Network are joined Denver and Salt Lake City must be used.

² Available with Mountain and Pacific Groups but not with Mountain Group alone.

³ Available only with Denver.

PACIFIC COAST GROUP. 6 CITIES Available only as a group

City	Time Zone	Full Hour		Half Hour		Quarter Hour	
Los Angeles.....	P	\$575	\$288	\$345	\$173	\$230	\$115
Fresno.....	P	75	38	45	23	30	15
Portland.....	P	240	120	144	72	96	48
San Francisco.....	P	340	170	204	102	136	68
Seattle & Tacoma.....	P	225	113	135	68	90	45
Spokane.....	P	175	88	105	53	70	35
Group Total.....	..	\$1,630	\$817	\$978	\$491	\$652	\$326

SUPPLEMENTARY PACIFIC COAST STATIONS

Beverly Hills.....	P	\$200	\$100	\$120	\$60	\$80	\$40
Sacramento.....	P	75	38	45	23	30	15

HAWAIIAN GROUP

Honolulu and Hilo.....	H ¹	\$220	\$195	\$140	\$125	\$100	\$90
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¹ 2½ hours earlier than Pacific Standard Time.
Day rates apply to Sunday afternoon.

PUERTO RICAN STATION

San Juan.....	A ¹	\$125	\$63	\$75	\$38	\$50	\$25
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¹ 1 hour later than Eastern Standard Time.

NOTE.—**Night Rates** (6 P.M. to 11 P.M.) are in boldface. **Day Rates** (8 A.M. to 6 P.M. and 11 P.M. to midnight) are in light face. **Transition Rates** (two-thirds of the night rates) apply to all stations broadcasting on current New York time from 6 P.M. to 6:30 P.M. **Sunday Afternoon Rates** (12 Noon to 6 P.M.) are two thirds of night rates. **After Midnight Rates** (midnight to 8 A.M.) are one-third of night rates. Day and night rates and Sunday afternoon rates are figured on the basis of current local time in each city. Network operations prior to 8 A.M. (local time) may be scheduled by special arrangement. All rates apply to network broadcasts only.

† Observes daylight saving.

APPENDIX H

SPECIMEN RADIO COMMERCIALS

FIRESTONE TIRE & RUBBER COMPANY

For the past two years, Firestone Tire & Rubber Company has adopted a policy of paying tribute to some business organization upon the occasion of its annual convention. The following broadcast was given on July 22, 1940, upon the occasion of the twenty-fourth annual convention of the International Baby Chick Association at St. Louis:

Deep in the torrid jungles of far-off India lives a species of little red and gray birds known to science as *Gallus Bankiva*. These birds lay only five or six eggs a year—yet they are the ancestors of every breed and variety of chickens in the world. Hundreds of years of experimental breeding has resulted in the production of chickens which now weigh as much as 15 pounds each and produce from 200 to 300 eggs per year.

Tonight, on the occasion of the twenty-fourth annual convention of the International Baby Chick Association, now being held in St. Louis, Mo., Firestone pays tribute to America's great poultry industry. Last year, more than 35 billion eggs, valued at nearly \$500,000,000, were produced in the United States and the marketing of chickens totaled \$250,000,000. In addition, the incubation and sale of baby chicks has developed into an industry within an industry, and this year some 800,000,000 chicks are being shipped from commercial hatcheries to all parts of the United States.

The most important factor in the success of any poultry enterprise is the economical production of feed for the flock. And one of the greatest contributions toward the reduction of feed costs came when Firestone put the farm on rubber. Today, with his tractor and implements

equipped with Firestone ground grip tires, a farmer can plow, plant, cultivate, and harvest his feed crops in far less time and at much lower cost. Another important factor is transportation—and here again Firestone has aided the farmer, the processing plant, the wholesaler, and the retailer by providing tires for cars and trucks that assure lower operating costs. And you, too, may enjoy these same advantages by equipping your car with a set of new Firestone Champion tires—the only tires made that are safety-proved on the speedway for your protection on the highway.

THE PROCTER AND GAMBLE COMPANY

The following commercial was broadcast on the program "Life Can Be Beautiful":

Say—how do you think you'd feel if you had a job like this, Every day standing on your feet, walking, walking, walking around in a beauty shop. Giving facials, finger-waves and shampoos! Well, you'd be pretty tired wouldn't you? And say—maybe you don't think your stockings would be tired too! Well, Miss Edith Logan of West Brighton, Staten Island, has this kind of a job—and she says it's awful hard on her stockings. And yet—she's learned a way to help her stockings wear longer in spite of such hard treatment. She washes them every night in IVORY FLAKES. Yes—that simple washing care helped her wear one pair of sheer Humming Bird stockings for $240\frac{1}{2}$ hours!

You see, Humming Bird is one of the many leading makers of fine hosiery who advise IVORY FLAKES care. In fact, their stockings have even been tested with IVORY FLAKES. And girls were chosen for this test who gave their stockings really hard wear—like Miss Edith Logan. All day long she's on her feet around the beauty shop. She's bending to plug a hair-dryer into the wall—stooping to get a towel out of the drawer. And all that puts a real strain on her silk stockings! But listen! Every night Miss Logan followed the rules of this test. She washed her stockings with pure IVORY FLAKES. And she got $240\frac{1}{2}$ hours of wear from this one pair!

Now if a busy girl like Miss Logan can get that kind of wear—well—why not see what IVORY FLAKES can do for your stockings! Just remember this! Don't let

your stockings pile up! Don't wash them with just any soap that's handy. Wash them every night and use pure **IVORY FLAKES**. We can promise you this! If you buy good stockings and give them this simple nightly care, you'll really help yourself get longer wear! Remember 9 out of 10 leading makers of famous stockings advise **IVORY FLAKES**—they're **PURE!** So how about it? Will you try **IVORY FLAKES** for your stockings?

ROCHESTER PACKING COMPANY

Always an economical dish, Arpeako Scrapple becomes even more "penny-wise" this week, because your Arpeako Dealer is featuring this delicious food at an extra special price! Arpeako Scrapple is made in the true Philadelphia style, and features the same ingredients and the same excellent flavor that made Scrapple a favorite food even back in the days of the early Pennsylvania settlers! If you've been on the lookout for something new to set before the family at meal time, here's your opportunity to do just that! . . . Serve Arpeako Philadelphia-Style Scrapple for dinner tonight—and when ordering, be sure to get enough, because the family will like it so well, they'll remember to ask for **ARPEAKO Philadelphia-Style Scrapple**. . . . That's your assurance of getting the best!

ROTA-ZOL

This announcement was used in connection with the "Country Church of Hollywood" program:

For extra satisfaction when driving today, fill up with Rota-Zol. If you've ever tried Rota-Zol this advice is unnecessary as you'll just use this high octane motor fuel as a matter of habit. If you've never taken those hills with Rota-Zol in the tank, try this thrilling experience today. See how much easier you'll take the toughest hill when your car is using high octane Rota-Zol. Rota-Zol has a higher octane rating than any other regular brand of gasoline sold in this territory. Rota-Zol packs a punch. It has power. There's no knocking when the engine meets the opposition of a steep hill.

Don't start out on today's trip until you drive in a Rotary Gas Station or a Rota-Zol dealer's and say . . . "Fill 'er up with Rota-Zol."

VICK'S VAPORUB

Mother, listen . . . when someone in your family gets sick with a cold, what do you do about it? Certainly you don't take needless chances . . . you don't experiment with untried remedies. No sensible mother does. That's why three out of five mothers use time-treated Vick's VapoRub to relieve misery of colds. The moment you apply VapoRub it starts to work on chest and back like an old-fashioned poultice or plaster. At the same time the medicinal vapors are breathed into cold-irritated air passages. This double action helps to relieve coughing, clear breathing passages, ease muscular soreness and tightness. Now remember—to relieve miseries of colds, depend on time-tested VICK'S VAPORUB.

COCA-COLA

This announcement was furnished to local Coca-Cola bottling companies in connection with the "Singin' Sam" program:

When you want to serve something simple, it's a grand and glorious feeling to have a half-dozen frosty bottles of Coca-Cola in the family refrigerator. And it's so convenient to get a half-dozen bottles. Coca-Cola comes in a six-bottle carton that's as easy to carry home as anything else you buy at your favorite store. The carton sells for only twenty-five cents, plus a small deposit for the bottles. You have been listening to REFRESHMENT TIME WITH SINGIN' SAM—presented daily, Mondays through Fridays, by the Coca-Cola Bottling Company.

(Name of City)

TAPPAN RANGE BROADCAST BY A DEPARTMENT STORE

Every woman listening knows how confusion usually reigns supreme when she tries to use all four burners on her range at the same time. That big kettle has to stick an inch over the side of the range in order to give that frying pan enough room on the other burner. Then try and make a pan of gravy on a third while a kettle of vegetables cooks on a fourth. And it's worse when two people try to

cook a meal getting in each other's way at one end of the range. But just watch the preparation of a meal on a Tappan Divided-Top Range. Two burners are at one end . . . two at the other. And in between is a nice wide porcelain working top. There's absolutely no crowding of cooking utensils, and if necessary two people can cook a meal without stepping on each other's toes and dispositions. This revolutionary Tappan Range can be seen at Dey's, exclusive Syracuse distributors. Dey's will put this new Tappan Divided-Top Range in your home for as little as \$5 down. The rest can be paid on one of Dey's several liberal credit plans. See the Tappan Divided-Top Range at Dey's today.

GENERAL FOODS COMPANY

Ladies! Here's your chance to slash jelly-making costs this summer! NOW . . . while they last . . . your grocer offers one bottle of CERTO for *only three cents* . . . when you buy two bottles at the regular price!

What a bargain! *The lowest price in history* on CERTO . . . C-E-R-T-O . . . the famous jam and jelly-making aid used by champion jelly-makers!

CERTO cuts boiling time to *half a minute* for jellies . . . a *minute* or so for jams. That short boil saves costly juices . . . precious flavors . . . gives you *half again as much jam or jelly from your fruit!*

So save time . . . save money . . . while the bargain lasts! Hurry! One bottle of CERTO for *only three cents* . . . when you buy two bottles at the regular price!

BEN-GAY

Why let those rheumatic aches and pains keep you feeling miserable? There's cheerful news of relief for you in Baume Ben-Gay. Just rub it on that painful knee, shoulder, or leg. See how fast soothing comfort follows. Baume Ben-Gay is compounded methyl salicylate and menthol, two famous pain-relieving agents. You'll see them listed on every package. They're present in Ben-Gay in quantities up to two and one-half times as much as in five widely offered rub-ins. So try Ben-Gay. Ask for the *genuine* Baume Ben-Gay (spell) B-E-N-G-A-Y.

ADAM HATS

Local broadcasts were read in connection with national broadcasts of sporting events.

This is WSYR—Syracuse.....
Adam Hat Stores and Agencies are headquarters for the well-dressed men of America! Here in Syracuse, you will find our shop located at 402 South Salina Street between the corner of West Jefferson and Keith's Theatre. Authorized dealers are conveniently located in practically every business section of this and other cities served by this Station. Make these shops your headquarters, too! *Now, back to ringside.*

THE ADDIS COMPANY—LOCAL SPECIALTY SHOP

Important news to women! Tomorrow is . . . DIVIDEND DAY . . . at the Addis Company! This famous once-a-month Addis sale brings you savings up to 50 per cent on new spring merchandise. Be at Addis tomorrow . . . *early!*

SEARS-ROEBUCK

The radio announcement of the store ties up with newspaper advertisements.

See tonight's *Herald-Journal* for news of thriller days at Sears-Roebuck, Syracuse. The biggest thrift event of the summer and vacation season. Save on clothes for the family . . . home needs . . . car accessories . . . at Sears.

LOCAL HABERDASHERY

STYLE FLASH!

Men preparing for spring weddings will save time by shopping Harney's Men's Shop, 336 South Warren Street. There you will find complete lines of all men's quality furnishings, moderately priced. For all men's wear . . . visit Harney's Men's Shop, 336 South Warren Street, next to the Syracuse Trust Company.

APPENDIX I

AN AGGREGATE CHART OF MODERN AGENCY FUNCTIONS

(Compiled as a list of all services mentioned by agencies consulted; in any given case, participation may be advisory, supervisory, or actual execution.)¹

Product:

- Product analysis
- Product design and styling
- Search for new products
- Development of new products
- Product names, trade-mark designs
- Package and label design
- Package enclosures
- Instruction manuals
- Recipe testing

Management:

- Distribution policies
- Market counsel
- Market research
- Finding new markets
- Pricing policies
- Public relations
- Employee relations
- Publicity articles
- Merger investigations
- Annual reports
- Dividend enclosures

Sales Operations:

- Organizing sales force
- Sales policies
- Compensation plans
- Sales training
- Planning sales meetings
- Addressing sales meetings
- Sales portfolios
- Sales manuals
- Campaign presentations
- Sales contests
- Working with salesmen in territories
- Introducing salesmen to distributors
- Testing sales ideas
- Visual selling aids
- Sales educational films

Sales Promotion:

- Convention exhibits
- Fair and exposition exhibits
- Premium selection and plans
- Sampling plans
- Catalogues
- House magazines
- Product literature, direct mail

Trade:

- Investigation distribution channels
- Recommending distributors
- Consultant on jobber-dealer relations
- Sales training material for dealers' and jobbers' sales forces
- Planning retail promotions
- Advertising campaigns for dealers
- Window displays
- Counter and floor displays
- Local market studies
- Testing retail sales ideas in agency-owned store
- Retailer and jobber contests

Advertising:

- Copy research
- Pretesting copy
- Copy for all consumer mediums
- Industrial and trade-paper copy
- Space buying
- Artwork
- Mechanical services
- Radio program production
- Casting for radio shows
- Scripts for business films
- Supervising film production
- Securing testimonials
- Copy effectiveness checks

¹ *Printers' Ink* for Mar. 9, 1939.

APPENDIX J
SPECIMEN TYPE FACES

24 Point Caslon Bold Caps

A NEW NATION CO

24 Point Caslon Bold Caps and Lower Case

A New Nation Conceiv

14 Point Caslon Old Style Caps

A NEW NATION CONCEIVED IN LIBE

12 Point Caslon Bold Caps

A NEW NATION CONCEIVED IN LIBERTY A

12 Point Caslon Bold Italic Caps

A NEW NATION CONCEIVED IN LIBERTY A

12 Point Caslon Old Style Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated

8 Point Caslon Bold Small Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED TO THE PROPO

24 Point Cheltenham Bold Caps

A NEW NATION CONC

24 Point Cheltenham Bold Italic Caps and Lower Case

A New Nation Conceived

24 Point Bodoni Bold Caps

A NEW NATION CONCEI

24 Point Bodoni Upper and Lower Case

A New Nation Conceived in

12 Point Bodoni Caps

A NEW NATION CONCEIVED IN LIBERTY A

12 Point Ultra Bodoni Caps

A NEW NATION CONCEIVED IN LIB

10 Point Scotch Roman Caps

A NEW NATION CONCEIVED IN LIBERTY AND D

10 Point Scotch Roman Small Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED TO T

10 Point Scotch Roman Italic Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to the Propos

18 Point Girder Light Caps

A NEW NATION CONCEIVED I

18 Point Girder Medium Caps

A NEW NATION CONCEIVED

18 Point Girder Heavy Caps and Lower Case

A New Nation Conceived in Lib

10 Point Ronaldson Old Style Small Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED TO THE PR

10 Point Ronaldson Old Style Italic Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to the Propo

10 Point Century Expanded Caps

A NEW NATION CONCEIVED IN LIBERTY AND D

10 Point Century Expanded Caps Italics

A NEW NATION CONCEIVED IN LIBERTY AND D

8 Point Century Expanded Caps Italics

A NEW NATION CONCEIVED IN LIBERTY AND DEDICAT

12 Point Gothic Caps

A NEW NATION CONCEIVE

10 Point Remington Typewriter Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED

10 Point Remington Typewriter Lower Case

A new nation conceived in liberty and dedicated

24 Point Garamont Caps

A NEW NATION CONCEI

24 Point Garamont Caps and Lower Case

A New Nation Conceived in L

14 Point Garamont Italic Caps and Lower Case

A New Nation Conceived in Liberty and Dedicated to the

14 Point Garamont Swash Characters Caps

A B C D E G L M N P R T Y

8 Point Garamont Bold Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED TO T

24 Point Goudy Bold Caps and Lower Case

A New Nation Conceived

14 Point Goudy Bold Caps and Lower Case

A New Nation Conceived in Liberty and

14 Point Goudy Bold Italic Caps and Lower Case

A New Nation Conceived in Liberty and D

12 Point Bookman Caps

A NEW NATION CONCEIVED IN LIBERTY

12 Point Bookman Italic Caps and Lower Case

A New Nation Conceived in Liberty and Dedic

14 Point Kabel Bold Caps and Lower Case

A New Nation Conceived in Liberty and Dedic

14 Point Kabel Light Caps

A NEW NATION CONCEIVED IN LIBERTY A

18 Point Futura Oblique Caps and Lower Case

A New Nation Conceived in Liberty an

18 Point Futura Light Caps and Lower Case

A New Nation Conceived in Liberty an

18 Point Futura Medium Caps and Lower Case

A New Nation Conceived in Liberty a

18 Point Bernhard Roman Caps

A NEW NATION CONCEIVED IN

18 Point Bernhard Italic Caps and Lower Case

A New Nation Conceived in Liberty and De

18 Point Bernhard Cursive Caps and Lower Case

A New Nation Conceived in Liberty and Dedic

24 Point Trafton Script Caps and Lower Case

A New Nation Conceived in Liberty an

10 Point Memphis Caps

A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED

INDEX

A

A.B.C. reports, 283, 295, 416
 A. & P. Food Stores, 71, 304
 Action, securing, 85, 93-95
 Adam hats, 506
 Addis Company, 506
 Advertising, annual expenditure for,
 10-12, 15
 attitude of professional men to-
 ward, 36-38
 broadcast (*see* Radio advertising)
 classified, 99-100
 comic strip, 154-155
 cooperative, example of, 147
 costs of, who pays, 17
 criticism and defense of, 44-46
 decline of, with decadence of
 Roman civilization, 5
 decreased appropriations for, in
 hard times, 11
 definition of, 9
 early, harmful influence of, 34-35
 early forms of, 4-5
 in magazines, 8
 economic effects of, 16-17
 field for women in, 474
 functions of, primary, to benefit
 entire industry, 25-26
 to create confidence in quality,
 25
 to create insurance for busi-
 ness, 22
 to give prestige to new prod-
 uct, 22
 to help dealer sell more goods,
 21
 to increase consumption, 20
 to increase per capita use,
 21-22
 to lessen seasonal fluctuations,
 25
 to secure new dealers, 20
 to sustain interest, 25-26
 secondary, to attract better
 executives, salesmen, and
 workers, 28

Advertising, functions of, secondary,
 to convey information to
 salesmen and dealers, 27
 to encourage salesmen, 26-27
 to increase enthusiasm of
 executives, 27
 to increase factory morale, 28
 general, influencing manufacturers
 by, 431
 general publicity, 103-104
 growth of, from 1840 to Civil War,
 8
 humor in, 157, 158
 influence of, on consumer's choice,
 15-16
 legal restrictions on, 39
 merchandising the, 411
 number employed in, 475-476
 persuasion in, 46-47
 political, 38-39
 positions in, avenues leading to,
 471
 kinds of, 474-475
 poster style, 106
 present action, methods of judging
 success of, 95-96, 100
 present and future action, inter-
 relation of, 110-111
 and propaganda, difference be-
 tween, 9n.
 recent attacks on, 16
 reminder, 103-104
 study of, importance of, 12-13
 syndicated, 411
 teaser, 106-107
 truth in, opinions of women on,
 292-293
 undesirable, types of, 35-36
 unit-of-sale expenditures for, 19
 use of, to gain acceptance of ideas,
 9
 waste in, principal causes of, 28-30
Advertising and Selling, 349, 350
 Advertising agencies, art-work poli-
 cies of, 407-408
 competing accounts, 412
 copy practices of, 407-408

- Advertising agencies, distinction between publishers' representatives and, 412-413
 employment in, 472
 functions of, aggregate chart of, 507
 local, 412
 mechanical department, 408
 mediums department, 408
 merchandising functions of, 404-405
 merchandising the advertising, 411
 method of compensation of, 402-403
 organization of, 403-404
 origin and development of, 401-402
 radio department, 410
 recognition of, 403
 relation of, to client and medium, 401-403
 to trade journals, 412
 research methods employed by, 406-407
 services rendered by, 405-407, 412
 specialization in, 412
 types of, 404-405
- Advertising campaigns, adaptability of, to various selling plans, 435-437
 appropriations for, 433-434
 conduct of, factors that influence, 70
 contest, 445-446
 cooperative, 443-445
 definition of, 426
 execution of, 434-439
 important considerations in, 428-429
 for marketing new product, 432-433
 purpose of, 429
 selling the campaign, 429-431
 size of space for, 438-439
 specific examples of, 439-446
 unusual, 426-428
- Advertising departments, manufacturers', 473
- Advertising Federation of America, 39
- Advertising manager, duties of, 412, 473-474
- Advertising tests, after-publication method, 454-455
- Advertising tests, attitude of agencies toward, 458-459
 coupon method, 450-451
 effect of weather on returns, 453-454
 direct-mail advertising, testing, 452
 going-to-the-consumer method, 455-457
 laboratory method, 451-452
 of package, 458
 present-action copy, testing of, 452-453
 split-run method, 457
 Townsend method, 457-458
 trial-campaign method, 449-450
- Agate line, 225-226
- Airfoam, 125, 127
- "Alemiting," 181
- Aluminum Company of America, 55
- American Airlines, 125, 130, 131
- American Association of Advertising Agencies, 59, 67, 348, 369, 403, 482
- American Business*, 308, 310, 422
- American Express, 151
- American Home, The*, 454
- American Institute of Food Distribution, 59
- American Magazine*, 289, 296, 299, 420, 421, 454
- American Marketing Journal*, 60
- American Newspaper Publishers' Association, 420
- American Press Association, 296
- American Radiator Company, 55
- American Railroads, Association of, 146, 147, 428
- American Rolling Mill Company, 437
- American Telephone & Telegraph Company, 340, 384, 385, 386
- American Type Founders, 235, 236
- American Weekly*, 277, 289, 454
- Ampico, 179
- Appeals, guides in selection of, 135-136
 instinct, 130-132
 instinct and reason-why, combination of, 133-134
 rationalization, 134-135
 reason-why, 132-133
- Appropriations, methods of determining, 433-434
 retail, 434
- Armco, 76, 150, 179, 437

Arrow shirt, 104, 179, 204, 206, 257-261, 442
 Art visualizer, 214
 Associated Advertising Clubs of the World, 33
 Associated Business Papers, 59, 166
 Association of National Advertisers, 348, 369, 410
Atlantic Monthly, 289, 296, 299
 Atmosphere, creating, through color, 242
 through illustration, 203-204
 Attention, favorable, how to attract, 79-81
 use of color for, 241
 Audit Bureau of Circulations, 283, 295, 317, 370, 416
 Aunt Jemima's pancake flour, 174, 179, 181, 304
 Ayer, N. W., and Son, 416

B

Baker's chocolate, 22, 23, 125
 Bankers Life Company, 123, 125
 Barbasol shaving cream, 187
 Beech-Nut products, 197
 Ben Day, 220
 specimens of, 219
 Bengué (Ben Gay), 181, 505
 Better Business Bureau, 35, 39-40, 44
Better Homes and Gardens, 289, 454
 Bigelow-Sanford Carpet Company, 172
 Bleed pages, 298
 Bon Ami, 125, 156, 165, 179, 180, 203, 210
 Booklets, 327-328
 Boone, Nicholas, 8
 Borden's, 165, 179
Boston Newsletter, 8
 Brisbane, Arthur, 140
 British Museum, early advertisement in, 4
 Broadcasters, National Association of, resolution adopted by, 493
 Broadcasting (*see* Radio advertising)
 Broad-sides, 326-327
 Buick car, 187
 Business Encyclopedia, the, 166
 Business shows, 392-394
Business Week, 60, 299, 308, 310, 390, 391, 422, 441

Buying motives, changes in, 128-129
 instincts and emotions as sources of, 119-127
 relative strength of, how to determine, 136
 B.V.D., 174, 179, 186
 Byrd, Admiral, 280

C

California Fruit Growers Exchange, 18, 434, 435
 Camay, 109, 124, 125
 Campaigns, specific, presentations for, 416-417
 Campbell, John, 8
 Campbell products, 19, 83, 84, 196, 197, 210, 304
 Canada Dry, 186
 Canned Pea Marketing Association, campaign of, 443-445
 Cannon sheets, 125, 199, 200
 Carnation milk, 174, 179, 186, 197
 Carrier Corporation, 80
 Caslon, William, 223
 Catalogues, 328-329
 Cellophane, 179
 Celluloid, 177, 179
 Celluloid Company of America, 177
 Celotex Company, 201
 Century Electric Company, 309, 310
 Chain stores, number and importance of, 461
 Champion spark plugs, 165, 197, 198
 Chase and Sanborn, 177
 Chesebrough Company, 177
 Chevrolet, 174
Chicago Tribune, 99
 Clicquot, 181
 Cluett, Peabody & Company, 61, 63, 177, 256, 442
 Coca-Cola, 19, 151, 174, 179, 186, 467, 504
 Colgate-Palmolive-Peet Company, 435
 Collier, Barron G., Inc., 387, 388
Collier's, 59, 289, 291, 292, 296, 297, 298, 421, 422, 433, 454
 Color, possible combinations of, in *Saturday Evening Post*, 242-243
 preferences of artists and consumers with reference to, 246-247
 reasons for using, 241-242
 relative cost of, 242

- Color, theory of, 244-246
 - use of, in newspapers, 243
 - in the text, 246-247
 - when to use, 242-243
 - which to use, criteria by which to decide, 243-244
- Color plates, 220
- Colors, complementary, 245
 - harmonious, 245-246
 - primary, 244
 - relative values of, psychological consideration of, 244, 246
 - secondary, 244-245
- Columbia Broadcasting System, 340, 343, 355, 495
- Comic strips, 154, 155, 157
- Commercial and Industrial Organizations of the United States*, 59
- Commercial films, 390-391
- Community Plate, 104, 204
- Composition cuts, 218
- Comptometer Company, 165
- Consumer acceptance, example of, 102-103
 - securing, use of reason appeal in, 107-108
- Consumer demand, establishing, 96-97
- "Consumer movement," 40-44
- Consumer rating bureaus (*see* Rating bureaus)
- Consumers' Guide*, 48
- Consumers' Research, 47
- Consumers' Union, 47
- Contests, number of persons participating in, 97
 - uses of, 97-99
- Controlled Circulation Audit, 317
- Coolerator, 154
- Comparative Analysis of Broadcasting (C.A.B.), 348, 349
- Copy, amount of, guides for determining, 139-140
 - clearness in, 142-143
 - enthusiasm in, 148
 - exaggeration in, examples of, 145-146
 - excuses for, 145
 - interest in, how to develop, 141-142
 - relative importance of illustration and, 139
 - restraint in, 145-148
 - testing, increased importance of, 140
- Copy, tone of, gradations possible in, 142-143
- Corning Glass Works, 177
- Cosmopolitan*, 289, 296, 299, 419, 420, 421, 422, 454
- Coster, Laurens, 222
- Counter displays, 381
- Country Gentleman*, 417
- Coupons, checking returns from, 95-96
 - methods of keying, 453*n*.
 - specimens of, 94
- Coxe, Bishop, 189
- Crayon drawings, 213, 214
- Cream of Wheat, 174, 178, 179, 181, 304
- Crisco, 96
- Crossley, Archibald M., 349, 350, 352
- Crossley, Inc., 60, 290, 348, 349
- Curtis Publishing Company, 417, 418
- Cuts, processes of making, 215-220

D

- Daily Courant*, 7
- Daily News Record*, 61
- Davis, Mayor, 8
- Daylo, 177
- Dealer helps, advertising, direct, 465
 - local, 464
 - national magazine, 462-464
 - trade journal, 465
 - educational work, 465-467
 - turning over inquiries, 465
 - window and store display, 464
- Dealers, importance of, to manufacturer, 461-462
 - preferences of, as to display material, 468
- Decision, how to secure, 85
- Del Monte, 181, 197
- Delco battery, 165
- Desire, how to develop, 84-85
- Detroit Register and Ledger*, 17
- Direct advertising, adaptability of, to various selling plans, 335
 - annual expenditure for, 12, 322
 - definition of, 322
 - flexibility of, 331-332
 - how to lessen waste in, 332
 - how to tell whether to use, 334-335
 - kinds, booklets, 327-328
 - broadside, 326-327
 - catalogues, 328-329
 - envelope enclosures, 324-326

Direct advertising, kinds, folders, 327
 house organs, 329-331
 letters, 323-324
 mailing cards, 324
 mailing lists for, 332-334
 Directories, city and other, as advertising mediums, 386
 telephone, advertising in, expenditure for, 12, 384-386
 Distribution, Committee on, study made by, 19
 Djer-Kiss, 181
 Dodge, 174
 Douglas Aircraft Co., Inc., 120, 122
 Du Pont, 143, 144
 Dutch Boy white lead, 201

E

Eastman Kodak, 177, 186, 467
 Electrical display, 363, 368
 Electrotypes, 218-220
 Em, 226
 Emphasis, use of color for, 241
 Enna Jettick shoes, 261-264
 Enterprises, early development of, lack of plan in, 51-52
 Enthusiasm, 148
 Envelope enclosures, 324-326
 Erbes, P. H., Jr., 65*n*.
Esquire, 443
 Ethyl Gasoline Corporation, 199
 Eveready Company, 177, 179
 Exaggeration, examples of, 145-146
 excuses offered for, 145

F

Farm publications, annual advertising expenditure for, 12
 Federal Communications Commission, 12, 59, 343, 354
 Federal Trade Commission, 39, 40, 59, 125, 344
 Films, commercial, 390-391
 Firestone tires, 186, 501
 Fisher bodies, 204, 205
 Fleischmann's yeast, 177
 Florida Citrus Exchange, 18
 Folders, 326
 Forbes Lithograph Company, 380
Forbes magazine, 308, 310
 Ford, Henry, 4
 Ford car, 174, 175, 179
 Ford Motor Company, 175

Form 3547, P.L.&R., 333
Fortune, 59, 289, 294, 308, 422, 441
 Franklin, Benjamin, 8
 Frigidaire, 125, 467
 Fuller brushes, 72, 75, 302, 437
 Future-action advertising, definition of, 102
 duties of, 103

G

G. Washington coffee, 179
 General Electric (G.E.), 42, 43, 157, 176, 179, 340, 386, 392
 General Foods, 505
 General Motors, 51, 56, 57, 392, 457
 General Outdoor Advertising Company, Incorporated, 365
 General Screen Advertising, Inc., 390-391
 Gillette, 174, 179
 Gold Medal flour, 201
Good Housekeeping, 289, 296, 419, 454
 Goodyear, 186
 Gouache, 214
 Gutenberg, 5, 222

H

Half-tone finishes, *facing* 216
 process, 215-217
 Hamilton watch, 187
 Harney's Men's Shop, 506
Harper's, 289, 296, 299
 Hartmann Trunk Company, 65
Harvard Business Review, 60
 Headlines, advertising and newspaper, compared, 166-167
 attracting attention by, 161-162
 curiosity appeal in, 163
 direct command in, 166
 dramatization of, 203
 length of, 162-163
 location of, 167
 mentioning the product in, 163-165
 price featured in, 166
 referring to illustration in, 165
 selecting the audience by, 165-166
 selling functions performed by, 161
 Heinz, 102, 103, 122
 Himber, Richard, 441
 Historical advertisement, 154, 156
 Hooper, C. E., 352
 Hoover vacuum cleaner, 186

Hormel's foods, 187
 House organs, definition of, 329
 external, 330
 importance of, to retailer, 330, 466
 internal, 330-331
 trade journals and, distinctions
 between, 329
 Howe, Andrew M., 97
 Humor, appeal to, 118, 154, 155, 157,
 158

I

Idler, 7
 Illustrations, classification of, 197-
 210
 combinations of, 210-211
 commercial, artistic value of, 197
 how much space to devote to, 211
 increase in use of, reasons for, 195
 kinds of, 213
 sales functions performed by, 195,
 211
 selection of, for use in advertising,
 210-211, 213
 Incomes, consumer, study of, 492
 Industrial Revolution, 6
 Ingersoll watch, 187
 Inquiries, magazine, analysis of over
 3,000,000, 486-487
 Instincts, definition of, 113
 difference between emotions and,
 125
 inventories of, 115-118, 119
 specimen advertisements appeal-
 ing to, 120, 121, 122, 123, 124,
 127, 131, 156, 157, 164
 Institute of Standards, Inc., 48
 Intaglio printing, 238
 Intelligence, average, adaptation of
 advertising to, 49
 Interest, how to develop, 82-84
 International Contest Headquarters,
 97
 International Magazine Company,
 62
 Intertype machine, 234
 Interwoven socks, 186
 Investigations, amount of research
 necessary in, 60-61
 market, 55-58
 methods of conducting, 58-59
 principles to guide, 68
 product, 53-55
 sources of information for, 59-60

Investigations, specific (*see* Surveys)
 Ivory soap, 179, 186, 190

J

Jefferson, Benjamin, 274
 Jello, 174, 201
 Jensen, Nicholas, 223
 John Hancock Life Insurance Com-
 pany, 208, 209
 Johnson, Samuel, 7
 Joint Committee on Radio Research,
 494
Journal of Commerce, 275
 Judgment, consumer, necessity for,
 135

K

Keepsake diamond rings, 125, 164,
 181
 Kodak, 121, 122, 174, 177, 179

L

Ladies' Home Journal, 289, 292, 296,
 298, 417, 454
 Laing, William T., 95
 Lambert Pharmacal Company, 95
 Layout, balance, 242
 borders, 253
 color in, 255-256
 definition of, 249
 emphasis in, 255
 eye direction, 253
 functions of, 249-250
 "golden section," 251
 location of features in, 253
 optical center, 252
 rough, 250
 shape of, 251-252
 specimens of, 256-265
 typographical instructions on, 261,
 265
 when made, with relation to copy,
 250-251
 white space in, 255
 Lehman, A. W., 348
 Letterpress printing, 237
 Letters, and publication advertising,
 comparison of, 323
 uses of, as advertising medium,
 323-324
 Libby's meats, 98

Liberty, 289, 291, 292, 296, 299, 421,
443, 454
Life, 289, 290, 291, 292, 296, 421, 422,
441, 443, 454
*Life's Continuing Study of Magazine
Audiences*, 290-292
Line cuts, 214
Line drawings, 214
Line rate, total, of all newspapers,
272
Linotype machine, 234
Lithography, 237
Look, 289, 296, 454
Loose-Wiles, 19
Lucky Strike cigarettes, 187, 467
Ludlow machine, 235

M

McCall's, 289, 296, 298, 454
Magazines, business, general, 308-
310
 specialized, 310-311
 early advertising in, 8
 farm, 313-315
 fraternal, 316
 general, A.B.C. reports as basis for
 judging, 295
 adaptability of, to various sell-
 ing plans, 300-304
 advertising expenditure in, 12
 characteristics of readers of, 290
 circulation and advertising rates
 of representative, 296
 circulation of, duplication of,
 291
 territorial distribution of, 296-
 297
 popularization of, effects of, 8
 representative, 289
 retail advertising in, 304
 secondary readership of, 290-291
 services rendered to advertisers
 by, 299-300
 sizes of, 298-299
 solicitors for, 299
 "horizontal," 311
 increase in circulations of, 8-9
 professional and institutional, 313
 propaganda, 316
 recreation, 315-316
 religious, 315
 specialized, adaptability of, to va-
 rious selling plans, 317-319
 advertising expenditure in, 12

Magazines, specialized, adaptability
 of, circulations and rates of,
 311
 consolidations of, 317
 copy appeals suitable for,
 319-320
 reasons for higher advertising
 rates in, 319
 trade, 311-313
 "vertical," 311
 women's, representative, 289
Mailing cards, 324
Mailing lists, 332-334
Manufactured parts, advertising,
 use of general mediums for, 110
Manutius, Aldus, 223
Market Research Corporation of
 America, 281
Matches, book, 383-384
Matrix ("mat"), method of making,
 235
Maxwell House coffee, 186, 204
Media Records, Inc., 282-283
Mediums, booklets on, by American
 Newspaper Publishers' Asso-
 ciation, 420-421
 by *Cosmopolitan* and *Good House-
 keeping*, 419-420
 by Curtis Publishing Company,
 417-419
 by *Redbook Magazine*, 420
 definition of, 288
 effectiveness of, factors which
 influence, 415
 minor, adaptability of, to various
 selling plans, 395-396
 relative prestige of, 288-289
 selection of, necessity for, 415
 persons responsible for, 423-
 424
 specific examples of, 421-423
Milline system, the, 274-275
Mobiloil, 165
Mohawk Carpet Mills, 329
Monotype machine, 234
Monsanto chemicals, 202, 203, 431
Montgomery Ward & Co., 302
Motion pictures, annual advertising
 expenditure in, 12
Motorbus cards, annual advertising
 expenditure for, 12
Munsey, Frank A., 8
Mutual Broadcasting System, 340

N

N.A.B. Code, 493
 Nabisco, 179
 National Association of Broadcasters (N.A.B.), 344, 493
 National Automobile Chamber of Commerce, 59
 National Biscuit Company, 435
 National Broadcasting Company, 338, 340, 355
National Geographic, 296, 299, 454
 National Lead Company, 201
 National Outdoor Advertising Bureau, 365
 National Retail Drygoods Association, 59
 National Transitads, Inc., 387
Nation's Business, 59, 308, 310, 318, 422, 429
New Yorker, 296, 299
News, New York, Sunday magazine of the, 421
 News books, early advertisements in, 7
 Newspapers, adaptability of, to various selling plans, 284-285
 advantages of, as advertising medium, 279-281
 annual advertising expenditure in, 12, 271
 country weekly, 279
 daily, "all-day," 272*n*.
 combined rates of, 272
 number of, 272
 first weekly published in America, 8
 local advertising in, 285-286
 difference between national advertising and, 273
 magazine sections in, 276-277, 289-290
 national advertising in, 271-272
 New York City, circulation figures of, 277
 rate system used by, 272-275, 403
 relative value of, criteria for determining, 283
 representative, circulation figures of, 278
 milline rates of, 274
 rotogravure in, 276
 services rendered to advertisers by, 282
 shopping, 275-276

Newspapers, tabloid, 278
 "Newsvertising," 280
Newsweek, 296, 299, 308, 422

O

Obear-Nestor Glass Co., 177
 Offset, 237
 Oil paintings, 213, 214
 Old Dutch cleanser, 103, 172, 174, 179, 186
 Oneida Community, Ltd., 204
 Outdoor advertising, adaptability of, to various selling plans, 374-375
 advantages of, 373-374
 annual expenditure for, 12
 "circulation" of, 370-372
 copy and location regulations for, 372-373
 cost of, 367, 368-369
 kinds of, 363
 legislation against, agitation for, 376
 local use of, 375-376
 Net Advertising Circulation (N.A.C.), 371
 organizations handling, 363-365
 painted, 367-368
 placing contracts for, 373
 poster, 365-367
 Traffic Audit Bureau, Inc., 369-372
 walls and signs as location for, 368
 Outdoor Advertising, Incorporated, 364, 365
 Outdoor Advertising Association of America, 363, 365, 366, 369, 370, 372, 376
 Ovaltine, 186
 Overley, T. M., 44

P

Package, use of color for reproduction of, 241
 Packard car, 19, 174, 184, 185, 186, 210
 Packard Motor Car Company, 210
 Paint and Varnish Manufacturers, 187
 Painted display, 363, 367-368
 Palmolive soap, 186, 187
Parents' Magazine, 289, 293, 296, 454
 Paris garter, 186

- Parke, Davis & Company, 37, 38
 Pen-and-ink drawings, 213, 214
 Pencil drawings, 213, 214
Pennsylvania Gazette, 8
 Periodical Publishers Association, 304
 Philco radio, 210
 Philip Morris cigarettes, 182
 Phoenix Mutual Life Insurance Company, 92
 Photographs, use of, in commercial illustration, 213-214
 Photolithography, 237
 Pica, 226
 Pittsburgh Plate Glass Company, 165
 Point system, 225-226
 Pond, A. W., & Co., 165
Popular Mechanics, 422, 441
Popular Science, 422
 Positions of advertisements, various, relative value of, 256
 Poster display, 363, 365-367
 Postum, 174
 Prem, 22, 24
 Present-action advertising, definition of, 91
 selling functions performed by, 91-93
 testing, 452-453
 use of contests in, 97-99
 Presentations, mediums, 416-421
 Press, industrial and technical, 311
 professional and institutional, 313
 trade, 311
 Prestige, use of, in reason-why copy, 108
 Prince Albert tobacco, 186
Printers' Ink, monthly, 60, 67, 97, 382, 467
 study of "consumer movement" by, 41-42
 weekly, 59-60, 65n., 184, 412, 443n.
Printers' Ink Statute, 33, 40
 Printing, intaglio, 238
 invention of, importance of, 6
 letterpress, 237
 lithography, 237
 offset, 237
 photolithography, 237
 Procter and Gamble Company, 96, 435, 502
 Production, advertising, costs of, 410
 Programs, 394
 Progress, three important factors in, 6-7
 Propaganda, difference between advertising and, 9n.
 Prudential Insurance Company, 186
 Public crier, 4, 5
 Publicity, spoken, early, 4
Public Advertiser, 34
Puck—The Comic Weekly, 277, 289, 454
 Pullman Company, campaign of, 445-446
 Purolator, 166
 Pyrex, 177
- Q
- Quarter tones, 217-218
- R
- Radio advertising, adaptability of, to various selling plans, 359-360
 annual expenditure for, 12, 342
 "circulation" of, 415
 code of ethics of, 344-345, 493
 commercials for, specimens of, 501-506
 contests in, 347
 development of, 338, 341
 electrical transcriptions, 354
 government control of, 343-344
 gross time sales in, 12, 342
 inviting response to, 346-347
 merchandising, 355-359
 network time sales in, 12
 program for, importance of, 345-346
 program preferences in, 348-349, 353
 radio made possible by, 341-342
 rate cards, 355, 495-500
 research activities in, 349-353
 short announcements in, 353
 "spot," 353
 sustaining programs, 354
 uses of, 347
 writing for, 158, 353-354
 Radio Corporation of America (R.C.A.), 179, 340
 Radio sets, distribution of, 494
 ownership of, extent of, 343
 Rate schedule, *Saturday Evening Post*, 297-298

Rating bureaus, consumer, Consumers' Research, 47
 Consumers' Union, 47
 Institute of Standards, Inc., 48
 U. S. Department of Agriculture, 48
 Rationalization appeal, 134-135
 Real Silk hosiery, 72, 302, 360, 437
 Reason, appeal to, 132-134
 consumer acceptance through, 107, 108
Redbook, 289, 296, 420, 421
 Reminder advertising, purpose of, 103-104
 repetition in, value of, 104
 variety in, 104-106
 Research, criteria for appraising, 482-485
 Research organizations, work of, 67, 479-482
 Retailers, number of, 461
 Robert Burns cigar, 179
 Rochester Packing Company, 503
 Rogers silverplate, 166
 Ross-Federal Research Service, 60, 67, 479
 Rota-Zol, 503
 Rotogravure, 238
 Rowan, David E., 443*n.*
 Royal baking powder, 177, 197, 201

S

Salesman, changes in character of, 79
 Salesmanship, personal, comparison of advertising with, 79-81
 Sampling, annual expenditure for, 12, 390
 methods used in, 390
 Sanka coffee, 155, 204
Saturday Evening Post, 8, 18, 59, 81, 242, 256, 289, 296, 297, 298, 299, 417, 421, 422, 443, 454
 Scott, Prof. Walter Dill, 130
 Screen, half-tone, use of, 215-217
 Screen Broadcasts, Inc., 390-391
 Sealdsweet, 181
 Sealtest, 181
 Sears, Roebuck and Company, 42*n.*, 302, 506
 Selling plans, commodities classified according to, 70-73
 how advertising fits in with, 74-76
 Selling process, relation of advertising to, 78

Selling process, steps in, 78
 Service, profit resulting from, 48-49
 Shaw-Walker filing cabinets, 186
 Sherwin-Williams paint, 187
 Shinola, 181
 Shredded Wheat, 253, 435, 436
 Silk screen process, 238-239
 Silver print, 214
 Simoniz, 146
 Slang, use of, in copy, 143-144
 Slogans, cooperative, 189-190
 effect of, on sales organization, 188-189
 good, characteristics of, 184
 lack of legal protection of, 184
 memory value of, test of, 187-188
 present day, list of, 186-187
 prize contests on, value of, 183
 use of, as copy theme, 186-187
 value of, popular misconception of, 182-183
 Smith, L. C., & Corona Typewriters, Inc., 313
 Society of American Florists, 187, 189
 Socony, 179
 Solicitors, magazine, 423
 Space, advertising, measurement of, 225-226
 methods of fitting copy to, 488-491
 Space buyers, duties of, 416
 sources of information used by, 416
 Spearmint, 181
 Specialized business magazines, 310-311
 Specialty advertising, advantages of, 382
 annual expenditure for, 12
 definition of, 381-382
 use of book matches in, 383-384
 uses of, 382
 Squibb tooth paste, 187
 Standard Brands, Inc., 177
 Standard of living, effect of advertising on, 26
 Standard Rate & Data Service, 272, 274, 295-296, 313, 388, 389, 416
 Standard Statistics Company, 59
 Starch, Daniel, 60, 119, 246, 247, 451, 454, 486
 Starch Advertising Rating Service, 455
 Statler hotels, 151, 152-153
 Steinway pianos, 187
 Stereotyping, 235-237

Store signs, 394
 Street Railways Company, 387
 Streetcar cards, annual expenditure for, 12
 Studebaker car, campaign for, 439-442
 Style, kinds of, descriptive, objective, 149, 150
 subjective, 121, 127, 149, 150, 151
 expository, 156, 158
 narrative, 151-156, 158
 Subconscious, influence of advertising on the, 129-230
 Suggestion, use of, in advertising, 130-132
 Sunkist, 95, 173, 174, 181, 435
 Sun-maid, 181
 Surveys, of advertising medium preferences, by Market Research Corporation, 281-282
 of buying preferences, by General Motors, 64-65
 of Cluett, Peabody & Company, principles governing, 61-64
 of dealer service, by General Motors, 56, 57
 of dealers' preferences as to display material, by *Printers' Ink*, 467-468
 of effect of weather on coupon returns, 453-454
 of inquiries, by HartmannTrunk Company, 65-67
 of magazine reading habits, by *Parents' Magazine*, 293-294
 of readership of *Fortune* magazine, by *Fortune*, 294
 of trade-mark advertising, by Periodical Publishers Association, 304-305
 of "What Women Think about Advertising," by *Ladies' Home Journal*, 292-293

T

Tappan range, 504
 Teaser campaigns, 106-107
 Telephone directory advertising, advantages of, 384-386
 annual expenditure for, 12, 384
 circulation of, 384
 display spaces available in, 386
 Television, 341, 355

Testimonials, values of, 108-109
 Tests (*see* Advertising tests)
This Week, 277, 289, 422
 Ticonderoga pencil, 253, 254
Time, 289, 296, 299, 308, 422, 443, 454
 Timken Roller Bearing Company, 303
 Tone, variations in, 142-143
 Towle's Log Cabin syrup, 181
 Townsend, Will, and A. J., 457
 Trade journals, relations between agencies and, 412
 Trade-mark, advertising of, effect of, 304-305
 definition of, 170
 forms of, 179
 historical development of, 169
 ideal, specifications of, 181-182
 instruction in pronunciation of, 109
 legal protection of, importance of, 169
 loss of identity in, 177-179, 181-182
 origin of, 109
 publicity used in establishing, 109-110
 registration of, statutes covering, 170, 174-176
 selling value of, 172-174
 significance of, 109
 specimens of, 171
 and trade name, distinction between, 176-177
 uses of, 172
 Traffic Audit Bureau, Inc., 369-372
 Transportation advertising, advantages of, 388-389
 annual expenditure for, 12, 389
 circulation of, 387
 costs of, 388
 rates for, 388
True Story, 289, 454
 Turnover, retail, 461-462
 Twentieth Century Fund, distribution study made by, 19
 Type, Curtis Publishing Company's styles of, 233
 families of, 229-230
 foundry, 235
 function of, 223-224
 Gothic, 229
 Italic, 223
 lead, 232-233

- Type, modernistic, 232
 movable, invention of, 6, 222
 Old English, 229
 point system of measuring, 225-226
 Roman, characteristics of, 228-229
 old style and modern, differences between, 230-232
 script, 229
 selection of, 224-225
 sizes of, 225-226
 specimen faces of, 227-228, 508-511
 styles of, 226-228
 Typesetting, machines used in, 234-235
 Typesetting companies, 233-234

U

- Uneeda biscuit, 174, 179
 United States, Census, 290
 Circuit Court of Appeals, 177
 Department of Agriculture, 48, 417
 of Commerce, 59, 170n.
 of Interior, 59
 of Labor, 59, 417
 Domestic Commerce, 59
 Federal Communications Commission, 12, 59, 343, 354
 Federal Farm Loan Board, 59
 Federal Reserve Board, 59
 Federal Trade Commission, 39, 40, 59, 125, 344
 Interstate Commerce Commission, 59
 Patent Office, 170, 175, 181, 184

V

- Venus pencils, 179
 Vick's Vaporub, 504

- Victrola, 174
Vogue, 289

W

- Wall Street Journal*, 60, 275
 Warren's papers, 463
 Wash drawings, 213, 214
 specimen of, 131
 Water-color paintings, 213, 214
Weekly News, 7
 Westinghouse Electric and Manufacturing Company, 340
 Wheeler-Lea Act, 39
 Wiggins' Systems, Limited, 334
 Willets, Gilson V., 97
 Window Display Advertising Association, 380
 Window-display advertising, annual expenditure for, 12, 379
 importance of, 379
 lighting, 381
 preparation of material for, 379-380
 use of price tickets in, 381
Woman's Home Companion, 289, 296, 454
 Woodbury's facial soap, 187
 Woodcuts, 218
 Wrigley's gum, 103, 181

Y

- Yale locks, 151

Z

- Ziegler, Russell A., 61, 62, 63
 Zinc etchings, 217
 Zinc half tones, 217

